The Sacramento Observer

1973 WINNER OF THE JOHN B. RUSSWURM TROPHY FOR JOURNALISM EXCELLENCE

CONTROVERSY OVER I.Q.'s

(SEE ARTICLE ON PAGE C–5)

Linda Reynolds, was one of the attractive sightseers at the lively concert given in McClatchy Park last week. The event was sponsored by the Oak Park Neighborhood Council who said that it was just the first of such ventures to be sponsored by the council this fall. Some 13 local bands took part in the event. More than two hundred Oak Park residents, young and old alike, enjoyed the outdoor concert.

VOL. 10 NO. 39 | FOR WEEK OF: SEPTEMBER 13-19, 1973 | 15¢ PER COPY

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DEATH OF DR. KING, 'CLOSED CASE'

MEMPHIS, Tenn. - District Attorney Phil M. Canale says the slaying of civil rights leader, Martin Luther King Jr., is a closed case, despite the insistence of James Earl Ray that he is not the killer.

"We are pretty well convinced Ray acted alone," Canale said. "No one has come forward in five years with any new information that would prove otherwise."

But Robert Livingston of Memphis, Ray's attorney, said yesterday that the U.S. 6th Circuit Court of Appeals in Cincinnati has scheduled a hearing October 9 on a request by Ray for a writ of habeas corpus.

A similar petition was denied in U.S. District Court in Nashville in May.

INITIATIVE COULD HURT POOR

Senator Mervyn Dymally, Senate Democratic Caucus chairman, warned recently that the state's tax reduction programs for low income renters and senior citizens are the ones facing elimination if Governor Reagan's tax initiative plan is approved by voters Nov. 6.

Speaking before a national joint convention of the American Association of Retired Persons and the National Retired Teachers Association, the Los Angeles legislator urged the delegates to join the campaign against the tax initiative. About 3,000 attended the session last week in San Francisco.

"The initiative deserves to be defeated, not only because of what it will do to senior citizens, but for what it will do to the working people of this state," Dymally told the gathering at the Fairmont Hotel.

He pointed out that if the initiative passes, the state budget will have to be reduced. Alan Post, the Legislative Analyst, has already told the Legislature that the only tax relief programs that can be cut are the Renter's Tax Relief Program ($41 million) and the Senior Citizens Property Tax Relief Program ($18 million).

"Let me emphasize that these are the only tax relief programs that can be cut under the Governor's tax program," Dymally warned.

The Renters' Tax Relief Program provides income tax cuts for low income renters. The Senior Citizens Property Tax Relief provides similar tax reductions for low income senior citizens. Both are financed by state funds.

"This misbegotten proposal" must be defeated, he declared.

The Sacramento Observer

NEWS of the WEEK

PAGE A-2 SEPTEMBER 13-19, 1973

BUSING REPORTS RENEWED

WASHINGTON - Four members of the House of Representatives have decided to renew Congressional efforts to stop school busing for integration. The Michigan legislators said they would attempt to attach a strong anti-busing provision to a bill now pending in the House Education and Labor Committee. The provision which they want attached to the school bill is basically the same as that approved by the House last year but it was changed in a compromise with the Senate, which had a far less stringent proposal. The representatives are James O'Hara, William D. Ford, Marvin Esch and Richard Huber.

WOMAN NAMED TO POLICE FORCE

BIRMINGHAM, Ala. - Miss Betty Jean Gamble, a former chemistry student at Tuskegee Institute, has been accepted as the first Black woman on the city's police force. The 29-year-old Miss Gamble, said her biggest problem in qualifying was her need to shed 33 pounds to get on the force. She said she went on a crash diet and trimmed more than 40 pounds off.

4 CHARGED IN SHAKEDOWN OF STARS

NEW YORK - A pharmacist, a night-club operator, a disk jockey and the manager of a major Mobile, Ala. concert hall have been indicted on charges of trying to shake down soul stars Isaac Hayes, James Brown, Al Green and the Jackson Five. The pharmacist and the night-club operator have also been accused of income tax evasion and heroin conspiracy. They are charged with trying to extort money from promoters, agents and the artists in return for favorable dates at the municipal auditorium. It also said the four were partners in a company known as Soul Productions which also tried to shake down the Staple Singers, Curtis Mayfield, Joe Simon and the Moments.

STEVIE'S SENSES SUFFER

NEW YORK- Singer and songwriter, Stevie Wonder, says he's in good shape and the only permanent effect of his August 6 automobile accident may be some loss of smell and taste. The blind performer said this week, he is still under medication and won't perform again for three or four months. Wonder was traveling between personal appearances when the auto wreck occurred near Salisbury, N.C. He was hospitalized for a brain contusion and other injuries before returning to his New York apartment last week. Wonder said he is going on a vacation to Africa in about a month and in the future probably will devote more time to friends and fishing.

ELEPHANT BAN ORDERED

NAIROBI, Kenya - The Kenyan government has imposed a temporary ban on killing elephants while it searches for ways to better regulate elephant hunting in the African nation. Kenya has more than 50,000 elephants.

ARTS FESTIVAL SET

LAGOS - More than 20,000 people from 80 countries are expected to participate in the month-long 1975 World Negro Arts Festival. The National Black Theater group, based in Harlem, will be among the groups participating.

CASTRO MEETS WITH LEADERS

PORT OF SPAIN, Trinidad - Cuban Premier, Castro, met with leaders of four Caribbean countries before leaving for Algiers. Castro met with Guyana's Prime Minister, Forbes Burnham, Jamaica's Prime Minister, Eric Michael and representatives of Prime Minister Eric Williams of Trinidad and Tobago and Prime Minister Errol Walton Barrow of Barbados. The four countries, which are part of the Organization of American States, may lead the way in establishing diplomatic relations with Cuba. They started their new relationship despite a OAS embargo against Cuba.

STORE IN HARLEM

"Miss New York Summer Festival," Sheila King, pins a "Summer Festival" pin on the lapel of manager Chester Taylor, at the recent gala opening of Woolworth's large new store in the heart of Harlem. Miss King, New York's official greeter this summer and traveling ambassador for the city, cut the ribbon for the store opening on 125th Street. In a unique arrangement, the property was sold by Woolworth to a Black community group, Harlem Freedom Associates, and then leased back by the company for its fourth largest store in New York City. Two leaders of the Black organization who participated in the opening were Bob Brown, left, chairman of B & C Associates, and Clarence Jones, publisher of the New York Amsterdam News.

Proposed Reapportionment Plan Is A 'Bomb Shell'

SAN FRANCISCO - The special masters appointed by the California Supreme Court have dropped a bombshell on state senate, assembly and congressional reapportionment.

The 84-page report released here shows the masters did not accept any of the plans submitted to them, but instead proposed three entirely new reapportionment plans. They also submitted seven basic criteria for use in any reapportionment plan that may be adopted.

In no way did the special masters pay serious attention to incumbents.

Next step in the reapportionment program is for the supreme court to consider the masters' recommendations. The court may accept, reject or modify the proposals as it sees fit. However, before a final determination is made the court will set the matter for oral argument, probably early this fall.

In rejecting the legislatures' reapportionment plans, the masters observed they "needlessly depart from the criteria of compactness and maintenance of county line and city line integrity."

As to the senate plan, which Governor Ronald Reagan had given tentative approval, the masters rejected it on the same grounds, adding that it "raises grave constitutional questions involving population deviations and dilutions of voting strength of Black and Spanish-surnamed persons."

Pointing out that the most important factor in the legislative plans was the goal of incumbent re-election, the masters said: "While protection of incumbents may be desirable to assure a core of experienced legislators, the objective of reapportionment should not be the political survival or comfort of those already in office."

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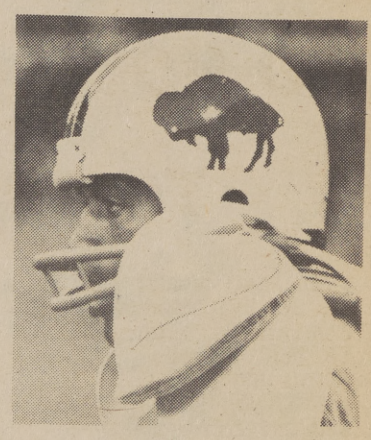


O. J. Simpson came galloping out of Southern California four years ago as a certified super star. During 1972 he finally made it. During 1973 experts predict great things for him. Read his story in THE OBSERVER'S 1973 Football Preview, a special section this week.

POVERTY PROGRAM HEAD RECENTLY APPOINTED

by CLEORA BRADLEY
Observer Staff Reporter

Mrs. Audrey Smith of Sacramento, has been appointed as director of the Yolo County Poverty Program. The appointment was made this week after two months of "operational haggling" between the Yolo County Poverty Program Commission and that county's Board of Supervisors.

When asked to comment on the circumstances which surrounded her appointment, Mrs. Smith would not do so. She did say that the decision had been a very pleasant surprise.

The Yolo Poverty Program Office, which operates in much the same manner as our local Sacramento Area Economic Opportunity Commission (SAEOC), is located in Woodland, about 20 miles from Sacramento.

Mrs. Smith moved to Sacramento with her three children about two years ago, to accept the position of Assistant Director of the Sacramento Neighborhood Health Serive Corporation. She resigned from that post later last year, after a controversy within the agency developed.

Although her paid and volunteer-experience with the poverty program goes back to 1964, this will be Mrs. Smith's first directorship in the poverty area.

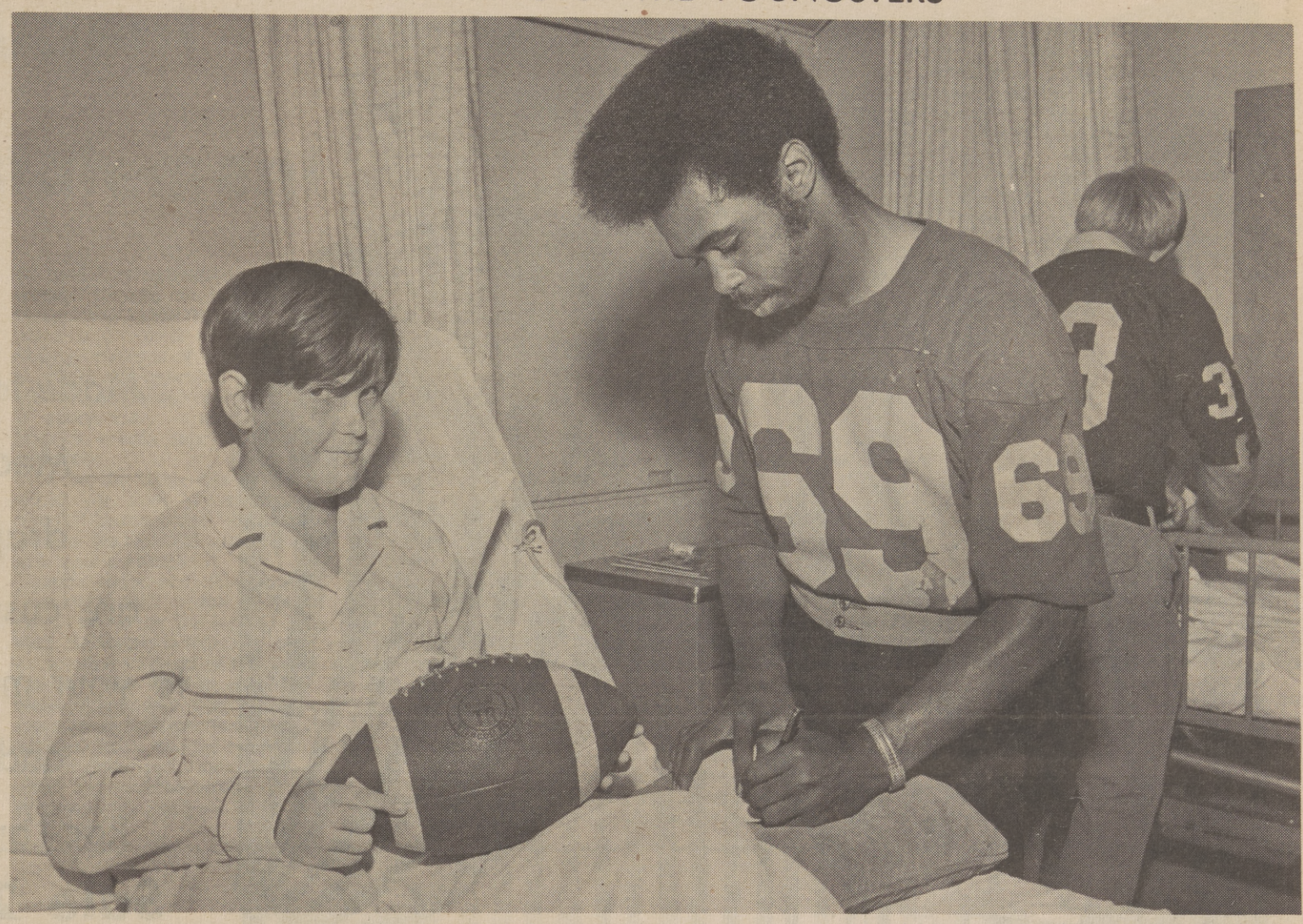
Most of Mrs. Smith's experience was acquired in the Bay Area. She worked as District Organizer with the Western Addition of Economic Opportunity Commission, Intake and Referral Supervisor for Western Addition EOC, Coordinator for the Mount Zion Hospital's Infant Day Care Center Planning Project, and also Administrative Assistant in the Family Developmental Center of the Family Services Agency.

Mrs. Smith returned to the City of Berkeley a few months ago, to receive the honor of having a child care center located in that city, named after her.

She is probably best known for work as a consultant and trainer of a number of poverty program boards.

Her involvements include membership in a number of state agencies such as board of directors of California Association of Mental Health, Joint Strategy and Action Commission San Francisco Area Committee, Interim Region Committee and the National Alliance Concerned with School-age Parents.

CHEERING UP THE YOUNGSTERS



The Sacramento Statesman professional football team visited with youngsters in the Sacramento Medical Center's Childrens Ward last week. Members of the team were there to sign autographs and to aid the hospital staff cheer the youngsters up. Shown signing an autograph for 10-year-old John Everson is Joe Malone, a former defensive back for Grant Union High School's 1969 championship team.

The Sacramento Observer

OUR CITY

SEPTEMBER 13-19, 1973

Death Penalty Is Restored

The Senate this week voted final approval and sent Governor Reagan legislation making the death penalty mandatory for 11 crimes.

Reagan, a strong supporter of capital punishment as a deterrent to murder, is expected to sign the bill.

The measure would restore the death penalty in California effective January 1.

Final legislative action on the measure (SB 450) by Sen. George Deukmejian, R-Long Beach, occurred when the Senate accepted amendments made by the Assembly on a 29 to 11 vote. The Assembly overturned its own Criminal Justice Committee and passed the bill 52-25 last Thursday.

Under the bill, death in the gas chamber would be mandatory for hired assassins, police killers, mass murderers, life term convicts who slay prison guards, train wreckers, persons who commit murder during rape, robbery, kidnaping, burglary and lewed acts involving children, and those who kill witnesses to crimes.

Mandatory capital punishment currently exists in California for treason and perjury which resulted in the execution of an innocent person.

The Assembly amendments struck from the bill provisions which would have extended the death penalty to four other crimes: hijacking, arson-caused death, torture slaying and the killing of an inmate by a fellow prisoner.

It took only a few minutes for the Senate to concur in Assembly amendments. Deukmejian merely explained the changes and asked for an "aye" vote. There was no debate.

State Senator, Mervyn Dymally, the only Black in the Senate, voted against the measure.

AD HOC COMMITTEE TO CONVENE

The next regular meeting of the AD HOC Committee For Community Betterment, will be held Saturday, September 22, at 3:00 p.m., at the American Legion School, located at 39th and 4th Avenue.

The purpose of the meeting is to deal with the reports coming back to the committee. These reports will consist of feedbacks gotten from those agencies upon whom a demand for more community services were requested. Some of those agencies are The Sacramento County Welfare Department, Sacramento County Health Department, Mental Health and the Department of Parks and Recreation.

Other concerns being looked into by the committee which will be reported at this meeting, are services to the blind and disabled, a proposed senior citizens facility and future child care centers.

The AD HOC Committee was formed some months ago by local residents who felt the need to address themselves to the acquisition of better services for the Black Community.

Everyone is urged to attend this meeting.

NAACP Annual Banquet

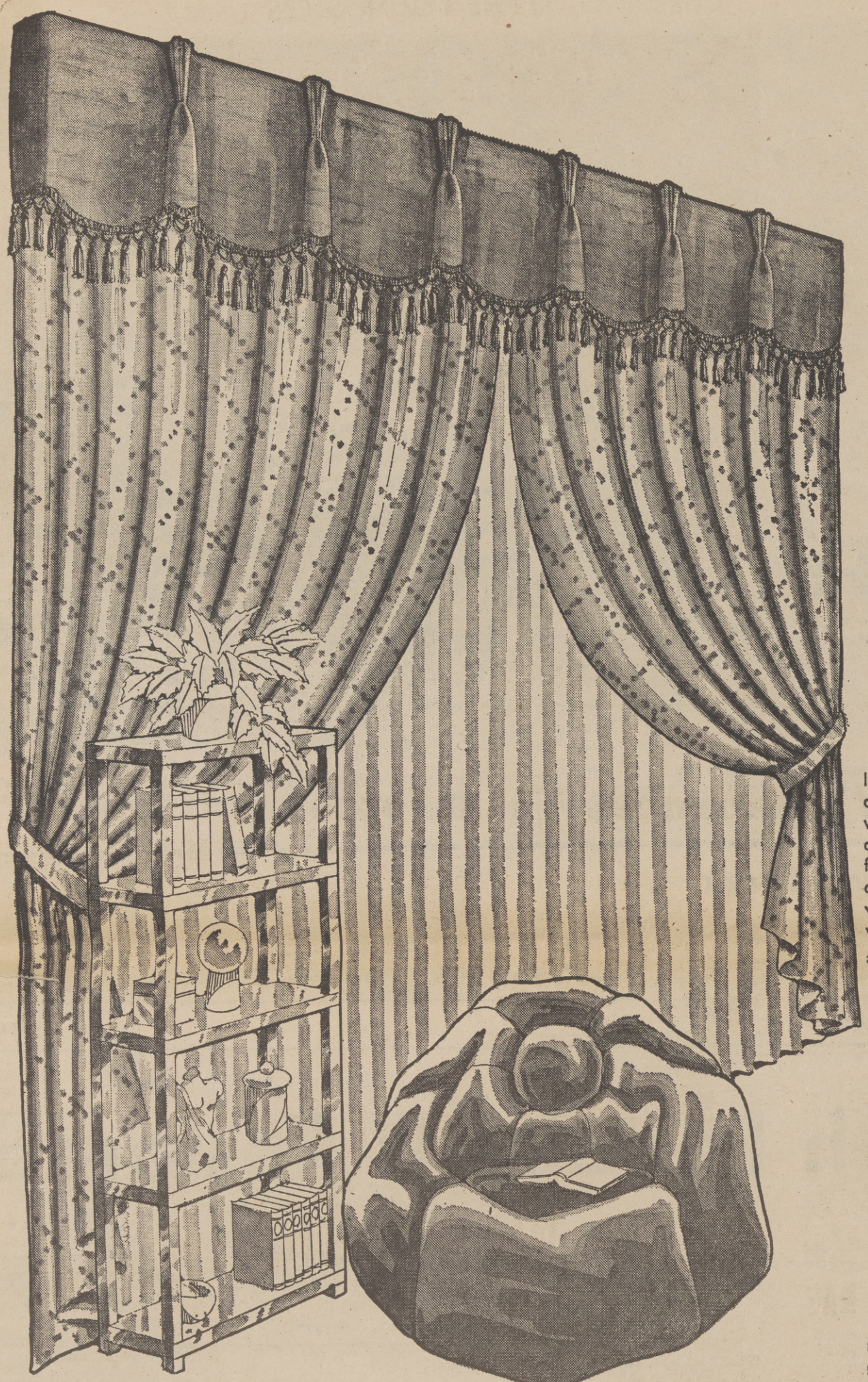
The Sacramento chapter of the National Association for the Advancement of Colored People, has announced that Saturday, October 27th, has been chosen as this year's date for the Life Membership Banquet. The banquet is sponsored annually by the local NAACP chapter.

The banquet will be held at the Candlerock Restaurant, 2600 Watt Avenue. A cocktail hour has been planned and will precede the dinner. The cocktail hour is a no-host function and begins at 6:30 p.m. According to planners, those who attend the no-host cocktail hour will be in for some "surprises."

The dinner is planned to start at 7:30 p.m. "sharp." The price of an adult dinner, has been set at $7.50, and children, at $5.

This year's function will feature increased participation by the NAACP's Youth Group, and special guest speaker will be Assemblyman Willie Brown. The youth will share the head of the guest table to symbolize "tomorrow's leaders."

For further information, please contact the Sacramento Chapter of the NAACP at (916) 457-9754. Mrs. Bertha Jones is the branch president.



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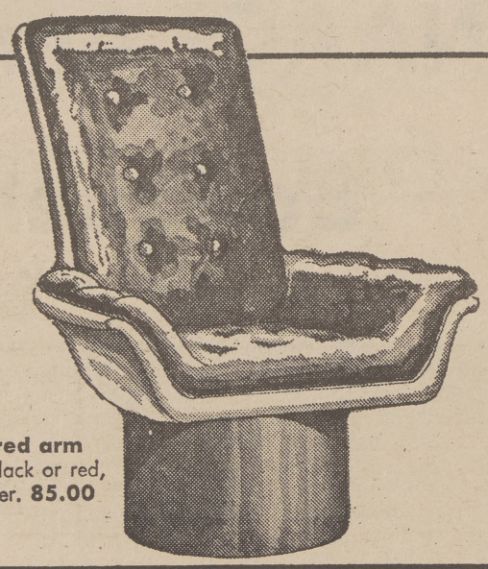
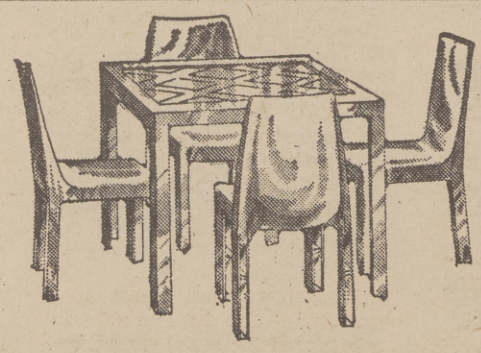


Contoured arm chair, black or red, vinyl cover. **85.00**



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Draperies—Macy's Sacramento

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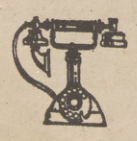

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SCC Student Wins Reinstatement

Elbert Davis, a Black City College student summarily dismissed from a class in April, won his reinstatement fight and will be re-enrolling in that same class the current fall semester.

At last week's Los Rios Board of Trustees meeting, the City College Campus grievance committee reported, "That Elbert T. Davis, Jr., was removed from the Metals Technology 70 course without sufficient cause, and a grievance filed in his behalf is hereby sustained."

Davis had been given an incomplete grade for the spring semester. Dismissal from a McClellan Air Force Base apprenticeship program contingent upon that one class had been stayed pending the result of Davis' reinstatement attempts. He will now be allowed to continue in the training program and enroll in the City College courses of his choice.

Board chairperson, George Stewart, declared, "I am gravely concerned . . . that in this district nobody represents the students.

"I would think this matter would not even come to the board," he continued. "I thought we had the mechanisms to deal with such a situation."

Davis' grievance should have been dealt with on the campus level in 48 or 72 hours, he said. He instructed district staff to prepare a report on the procedures now used in order to make adjustments. City College Associated Students President, Richard Hahn, told the board he was studying grievance procedures and would be making some proposals for changes.

NAMED HONORY COUNSUL

The Honorable Dave Jackson, representative of the Jamacian government from San Francisco, presented Mrs. Lois Jones flowers after her appointment as honorary consul to Jamaica from Northern California. A reception was given for Mrs. Jones at the Crossroads Shopping Center on Freeport Blvd. Speaker of the California Assembly, Bob Moretti also made a presentation of a Resolution to Mrs. Jones. She also serves as Secretary to Senator Alfred H. Song (D-Los Angeles) in the State Capitol. Mrs. Jones estimates that Sacramento may have as few as 20 Jamaicans in residence, but San Francisco has approximately 6,000 and Los Angeles 10,000.

NEW SERIES ON RESOURCES UTILIZATION

The SACRAMENTO OBSERVER will feature a regular long-term series on the use of the various services offered by federal, state and local agencies and departments, as well as those provided by private and quasi-public entities.

The series to be written by OBSERVER Correspondent, Michael Corbett, will focus on the purpose the programs and the services delivered by the agency. An attempt to provide the reader with the necessary information pertinent to obtaining those services.

The OBSERVER will offer the series, to begin with the October 3 edition, as a public service, with the hope that readers will derive a sense of the worth and diversity of the many socio-economic service delivery systems. Systems that range from consumer protection to health, from municipal maintenance to child-care.

The OBSERVER feels that it is incumbent upon the individual, whenever possible, to maximize his or her use of available services, although far too many tax-paying citizens view such services and their accompanying agencies as overly complicated and unnecessarily sophisticated.

While such may well be the case in some instances, the point remains that as a taxpayer one is fully entitled to take advantage of available resource services as desired. For the fact of the matter is, the taxpayer is paying for those services which are tax-supported whether he uses them or not. Thus, a failure to utilize available resources in time of need can prove costly; for alternatives must be sought and these alternatives are not often rendered free of charge.

It is hoped that the forthcoming series - "Resource Utilization" - will render the reader a greater understanding of existing resources while also encouraging the use of any and all needed services.

HEW Announces Task Force

Matching employees of the future to the jobs of the future is the aim of a state task force whose formation was announced this week by Health and Welfare Secretary, Earl Brian.

"The task force's research into future job opportunities in California will help schools develop more effective job-training and career-guidance programs," Brian said.

"Instead of attempting to solve unemployment problems by manpower training programs costing millions of dollars, it's obviously wiser and more economical to prevent the problem arising in the first place."

"Every year, about 250,000 young people leave high school or drop out of college with no plans, no marketable skill and no practical preparation for work," he said.

"Also, many graduates find the career they have selected is one which has a surplus of jobseekers, yet many jobs are going begging because of the shortage of suitably-trained applicants."

Brian said the study is being done by the Occupational Preparation Task Force. It will gather detailed labor market information and future job opportunities to provide schools with data needed for improved student counseling and career guidance.

JAMES EARL RAY FILES APPEAL

MEMPHIS, Tenn. - James Earl Ray, the confessed slayer of Dr. Martin Luther King Jr., who has since insisted he is innocent, has filed a federal habeas corpus appeal of his conviction, an attorney said this week.

Robert Livingston of Memphis said an October 9 hearing is scheduled before the 6th U.S. Circuit Court of Appeals in Cincinnati on Ray's latest legal move, one in a long series of maneuvers in which he was sought to gain his freedom.

Livingston said Ray is trying to reverse a U.S. District Court ruling in which a habeas corpus petition was denied.

Ray is serving a 99-year prison term at the Tennessee Penitentiary in Nashville for the 1968 murder of the civil rights leader. He contended in earlier motions that he was "pressured" into entering a guilty plea by one of his former attorneys.

Panel's Push To Finish Watergate

WASHINGTON - The Senate Watergate committee hearings will resume in about two weeks under pressure from the Senate and constituents to bring them to a close by November 1 according to sources close to the committee.

Although firm decisions have not yet been made and will not be until the committee meets in executive session Sept. 11, a tentative outline has emerged concerning the remaining, waning days of the Watergate hearings.

Interviews with members of the committee and its staff indicate that the hearings will resume on September 24, and that the seven-member committee will probably remain together rather than split up to conduct the final two phases of its public sessions and that November 1 is regarded as the "target date" for concluding the hearings.

As originally conceived, the hearings were broken into three phases: the Watergate break-in and the subsequent coverup, espionage and sabotage - so-called "dirty tricks" - during the 1972 campaign, and campaign financing.

Poll Says McGovern Would Win Now

A poll conducted last month in the wake of the latest Watergate scandals and escalating inflation indicated George McGovern would defeat Richard Nixon if the election were held now.

The poll, conducted by Oliver Quayle during the last week of July and the first week of August posed the following question:

Suppose another election were being held right now and the candidates were again Richard Nixon, the Republican, and George McGovern, the Democrat. As of now would you be for Nixon or McGovern?

McGovern polled 51 percent to Nixon's 49 percent.

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RECEIVES CHECK

Bernard G. Brennan, regional promotion manager for the Sperry and Hutchison Company of San Mateo, presents Michael Y. Corbett, director of Black Research and Service Program at the University of California, Davis, with a check to support a lecture series in the Oak Park Community of Sacramento. The series on "Changing Depressed Communities Through Self-Effort," will begin in the third week of September and continue until late October.

HEW Proposes 'Absent Dad' Rules

WASHINGTON - The Federal Government has proposed new regulations which would deny welfare benefits to families when the father is imprisoned.

The regulations, which were issued by the Department of Health, Education and Welfare, define "continued absence" of a parent from home for purpose of determing the eligibility of families with dependent children for welfare.

States have, in the past, been able to broadly define "continued absence," but the federal government wants a new regulation in light of a recent Supreme Court decision.

The Supreme Court decision ruled that a state's policy of denying aid to dependent children on the basis of absence due to military service was invalid, and now the federal government has proposed that families of men incarcerated will no longer be eligible for such assistance.

HEW said, "continued absence" should be defined as occurring when the parent is physically absent from the home, when the absence constitues a parental break with the family, and when the absence will continue for more than 30 days.

If a man in prison said he will not return home after his release from jail, he will then be eligible for welfare assistance for his family.

Fondells To Sign Recording Pact

by J. SHAWN ORTIZ
Observer Staff Reporter

Roscoe Riley, manager and producer of the Fondells Musical gorup, announced this week that the group is moving towards an agreement with a nationally recognized recording company, which could be worth over $50,000.

Riley has managed the group for under six months. According to Riley, the Fondells are capable of national attention if given "the right break." The Fondells, formerly called "Little Robert and the Fondells," have attracted much local attention in numerous performances.

The group, which has been together for about five-years, has undergone some changes in personnel, but the basic texture of their music has remained much the same. They play solid rock and popular rhythm and blues.

Three of the members are students of Ike Paggett, a music instructor at Grant Union High School. Paggett has taken the students a long way in their musical abilities, according to some observers, and this fall, three of the group's members will be featured artists at the Monterey Jazz Festival.

According to Riley, an audition tape, cut at a local recording studio, has paved the way towards a potential recording contract.

"The kids had never been in a recording studio before, but they recorded eight original tunes in two days," said Riley.

Once the group had recorded their audition tape, it was first sent to a large Black recording concern in the midwest. It was turned down.

"If we had gone with that company," commented Riley, "we would have had to wait for their current number-one group to get a little older."

The audition tape finally made it's way to Harvey Faqua, an old friend of Riley's, who took the time to listen to it.

"He was on the phone in less than two weeks. He wanted to talk some business," said Riley.

The group has played local dates at Mr. "D's" Restaurant and Night Club, as well as many featured events sponsored by local civic groups.

The Fondells consists of Denise Adams, drums; Randy Richardson, bass; Michael Brookins, lead guitar; Robert Brookins, keyboard; Tadario Watkins, trumpet; and Edwin Simental, reeds.

If they sign their contract, the young musical group would well be major recording stars in a few months.

"The record company has already promised to re-record the material on the first audition tape at a cost of $15,000. So we feel pretty confident that we will sign," said manager Riley.

West Coast NAACP To Convene Sept. 14-16

The annual West Coast Regional Conference of the National Association for the Advancement of Colored People, will convene at the Asilomar Conference Grounds, Pacific Grove, California, September 14, 15 and 16, 1973.

Nearly 400 delegates from NAACP Branches and Youth Chapters from nine western states are expected to attend.

The keynote address on Friday evening, September 14th, will be delivered by Mrs. Ruby Hurley, Southeast Regional Director of the organization who is headquartered in Atlanta, Georgia. Mrs. Hurley will speak to the Conference theme of "Lest We Forget - Our Fallen Heroes."

On Saturday evening, the conference will hear Judge William H. Booth, Criminal Court Magistrate from Brooklyn, New York, and on Sunday morning, the Chief General Counsel Attorney Nathaniel Jones. Mr. Leonard H. Carter, NAACP Regional Director and Mr. John Henning, Executive Director of the California State AFL-CIO, will also address the convention.

Workshops in education political action, affirmative action, membership and fund raising and youth work will be conducted with an impressive array of panelists and resource persons.

Participants include William H. Pollard, Civil Rights Representative, National AFL-CIO, Washington, D. C.; Dr. Alex Sherriffs, Assistant to Governor Ronald Reagan for Education; Dr. Lulamae Clemons, Director Desegregation Institute at the University of California at Riverside; Atty. Marlaina Kiner, Director, Office of Civil Rights, HEW, Seattle, Washington; California State Senator Mervyn Dymally; Mr. Harry Jordan, A. Philip Randolph Institute; Mr. Jesse DeVore, Public Relations Director, Voice Incorporated, New York City; Dr. Paul Lawrence, former Regional Commissioner, for Education; Mr. Wade McClain, Executive Secretary, Los Angeles Branch; Mrs. Virna Canson, NAACP Field Director; Mrs. Bettye Black, NAACP Education Field Director and a number of other distinguished leaders in the subjects under discussion.

Conference fees are $50 (Adults) $35 (Youth) per person which includes lodging, meals and all other conference expenses. The fee for delegates staying off the conference grounds are adults $8 and youth $5.

Registration must be made immediately by those persons planning to attend.

Reservations can be made by calling the Regional Office, (415) 986-6992.

TV Talk Show Rough On Bobby Seale

NEW YORK - Bobby Seale, standing in as a guest host on a New York radio talk show, got into some heated exchanges with callers as he tried to explain the point of view of militant Blacks to local housewives.

Seale, co-founder of the Black Panther Party, was often the object of jeers and angry insults during the program earlier this week.

"I'm a man entitled to freedom of speech same as you," he shouted at one point to a woman caller. "We have our differences, but I listen to you. Certainly you could offer the same courtesy." She hung up in anger.

"I'm concerned when people don't understand our platforms and think I'm a cop-hating racical," he said after the program. "I've changed. We've put down our guns and gone into the community to organize, I'm a respected community leader today."

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Davis Makes Mr. D's 'A Success'

by JOE GANNAWAY
Observer Reporter

"I drove around with $32,000.00 in the trunk of the car, trying to think of a way to use it. Then, I got the liquor license - and thought some more." The result of Restaurant-Club owner George Davis' wheeling, feeling and thinking is a 12,500-square-foot building - which houses a sauna-room, 2 swimming pools, 2 bars, a catering service, dining-room and a staff of 25 people. Mix these ingredients, add one hard-working Davis, stir well and serve, and you will serve up to 500 people. Mr. D's, as the elegant place is called, is located at 4340 Stockton Boulevard. Many who have seen other establishments of this nature, say it's one of the finest restaurant-clubs owned by a Black anywhere in the country.

Two years ago, he was told that it couldn't be done. No one could turn such a large property into something that would work at a profit. Well, it appears that Mr. D has a "green thumb." His garden is growing so well, that after 18-months of operation, his initial success has encouraged Mr. D to plan a similar operation for Vallejo.

Davis also envisions a country club, for which the land search has already begun. The entire network is to be incorporated and then, the sky's the limit.

His promotional ability has earned his club a city-wide reputation as one of the places for a drink, dinner, banquet or even a swim.

Significantly, Mr. D is owner of one of the only two Alcoholic Beverage Control licenses issued to a Black in Sacramento. He says, however, it's money, not charm or color or luck.

"If every Black in town put up a dollar a week, in time they could go down and by the capitol building if that's what they wanted," says Davis.

A lot of experience, expertise and management skills has gone into the making of Mr. D's place.

A native of Shreveport, Louisiana, Davis spent a lot of years working in Officer and Enlisted Open Mess units. A cook by trade, Davis has spent profitable tours of duty at the famous El Dorado (now the Woodlake Inn), as chef and 2nd cook. He has had bar experience at the Metro, Maja, University and Bali Hai clubs.

Despite his experience or perhaps because of it, he moved very cautiously during the early months of his effort to build and open his club. Since the opening, however, the blend of service, decor, entertainment plus a heap of no-nonsense management, has served to keep his books in the black and his personal fortunes 'green.'

One big factor it seems, has been Davis' method of scheduling entertainment. Although live entertainment is a regular fare, he never takes the quality of the shows for granted. Working through agents here and out town, Davis manages to corral some of the very best talent on the entertainment circuit for his club. Much to the surprise and pleasure of his guests.

Incidentally, the minimum on an entertainment night at Mr. D's is $1. With it comes one drink. Davis says it costs a pretty penny for him to line up the club's quality entertainment.

Davis is also doing things in the Community. Several weeks ago, a breakfast for neighborhood children was hosted by Mr. D's. Only the cost has kept him from feeding more, more often. Davis believes, however, that if the neighborhood restaurant and club owners were to become more united in their activities, many would benefit from such an effort. Davis says that one of his favorite ideas is the forming of a "Holding Company," the joining of resources of the community club owners to purchase liquor and other bar supplies in larger amounts than the individual could afford. The resulting discount would allow the company to sell to the individual club owners at reduced rates thereby making for a profit which could be passed on the clubs customers in more service or kept as additional profit or earnings.

Davis also thinks that more live entertainment could be made available at less cost, were the kind of unity suggested by the Holding Company idea to become more common.

With his own plan, Davis has some definite plans for his pools and sauna area. He intends to put that portion of his opera-

(Continued on page A-9)

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California FAIR Plan

Gulfport native, Raeschelle Potter, now receiving critical acclaim as a principal performer in major European opera houses, is shown as she appeared in Verdi's "Don Carlos" while she was a student at Xavier University in New Orleans. Miss Potter is currently performing the title role in another Verdi opera, "Aida," in Lubeck, Germany. The Mississippi soprano, who has performed with the Metropolitan Opera Company, has just completed a year's study in Austria under a Fulbright grant.

Another Black Artist Scores In European Opera

NEW ORLEANS, La. - A Mississippi Gulf Coast resident and a graduate of Xavier University, Raeschelle J. Potter, will sing the title role of "Verdi's "Aida" in a series of performances with the Lubeck, Germany, Opera Company, starting September 14.

Miss Potter, who performed with the Metropolitan Opera Company in 1969-70, has completed a year's study in Vienna, Austria, under a Fulbright grant, concentrating on Mozart operas. During the summer, she performed the role of the Countess in Mozart's "Marriage of Figaro," in a special production in the theatre of Schronbrunn Castle in Vienna, and Viennese critics praised the rich dramatic voice of the Black American artist.

Following her performances in Lubeck, Miss Potter will sing the role of Pamina in Mozart's "The Magic Flute," with the Graz, Austria, Opera House, where earlier this year she performed in "La Boheme."

After undergraduate study at Xavier, where she performed in a number of operas produced by the university's music department, Miss Potter earned a master's degree from Southern Illinois University, where she taught and studied with Marjorie Lawrence.

At Xavier, Miss Potter was a regional winner and national finalist in the Metropolitan Opera Auditions.

Miss Potter is the daughter of Dr. and Mrs. E. H. Potter of Gulfport, Miss.

The Gulfport artist joins two other Xavier-trained artists who are making an impact in European opera houses. They are Annabelle Bernard, a leading performer with Berlin Opera for a decade, who has received numerous honors in music circles, and Debria Brown, who has sung with major opera companies throughout Europe. Both Miss Bernard and Miss Brown are natives of New Orleans, who graduated from Xavier University in 1958.

Song Of The South Reevaluated

You can never go home again. Sometimes memories are best left undisturbed by the realities of a return visit. A case in point, is the re-release of Walt Disney's Song of the South.

When I first saw the movie as a youngster, I was enthralled by the animation and story. Twenty years later, I watched the film, but this time for the benefit of my own daughter. Times change.

The Disney Studios are in a rather enviable situation. Their flicks are aimed at the younger set. Since their market receives a constant influx of new members, the studio can make a movie and keep releasing it every several years.

Song of the South interweaves several of Black America's Brer Rabbit folk tales with a children's story of a boy separated from his father and is set in the Old South. It was produced in 1946; therein lies its problems.

The crux of the matter is the racial stereotypes utilized by Disney. In 1946, the image of Blacks presented by Song of the South went unquestioned. The intervening 27 years have seen many of these stereotypes destroyed beyond all repair or reassembly. Yet Song of the South keeps reappearing.

We are immediately assaulted by stereotypes when the opening scene flashes upon the screen with three whites and the proverbial Aunt Jemima servant riding in a carriage.

Of course, we have the happy and carefree slaves. They sing going to the fields in the morning and they sing coming back in the evening. When the day is done, they sit around the campfire and sing some more. And apparently all Uncle Remus has ever done in his entire life, is to create the Brer Rabbit stories.

The slaves are also loyal. After the hero is injured and lies unconscious in his room, the slaves gather about the porch and sing hymns for his speedy recovery.

In addition we are hit with those cute speaking errors that Blacks supposedly are so fond of uttering, i.e., "the whole United States of Georgia" and "mighty satisfaction."

Finally Disney can't let us forget racial inequality. Blacks have the habit of bowing their heads before whites at the slightest admonishment. Instead of thrashing two white brats as they deserve, Uncle Remus threatens to go to "Miss Sally."

This flick is dangerous for two reasons. First, its main viewers are children, the portion of the population most susceptible to accepting the racist concepts and distorted history advanced because of their lack of counter learning and experience. It is equally dangerous to all children regardless of race.

Second, on account of the Disney Studio policy of periodic re-releasing of films, we can expect to see Song of the South again in 1978, 1983, etc. The Black experience portrayed in the film, is that the legacy we want to pass down to our children and grandchildren?

Song of the South was put together in another time and decade. It would be unrealistic to expect any different kind of movie to emerge under the social conditions of the day. But it is not unrealistic to expect such a movie to be shelved in the more enlightened social atmosphere of 1973.

Greyhound Announces 'Americruiser' Bus

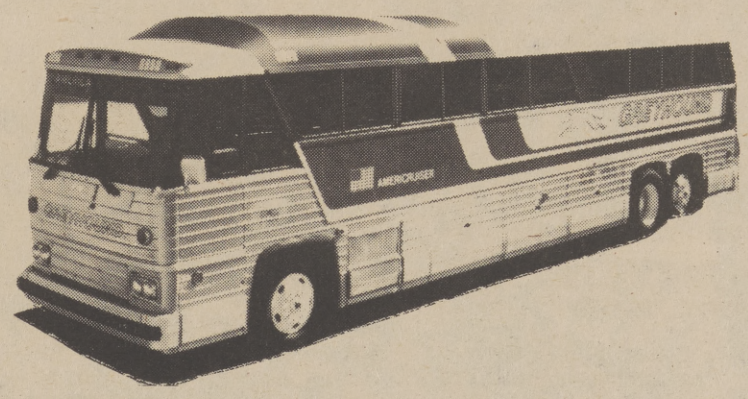
A completely new bus has been introduced by Greyhound the world's largest intercity bus company.

Dubbed Americruiser - as part of Greyhound's Bicentennial program to encourage Americans to travel within their country - the new bus is the safest, most comfortable, most reliable motor coach ever to take to the highways.

Sacramentans were introduced to the new bus Wednesday, at the Woodlake Inn. The group went for a ride in the luxurious vehicle.

Featuring sleek new styling, the Americrusier has long flowing lines, accented by an anodized aluminum black window treatment to enhance the smooth profile. The destination sign is located inside the front windshield to preserve the Americruiser's distinctive appearance.

Exciting new interiors are being developed for Americruiser as well. Among them are concealed overhead lighting, plush carpeting and new reclining seats upholstered in color-coordinated fabrics developed by top interior designers.



GREYHOUND'S 'AMERICRUISER' BUS

The traditional overhead racks will be replaced with enclosed compartments above each seat which will not only provide a feeling of greater spaciousness, but also will keep the incidental clutter of travel out of sight.

The rest room aboard Americruiser will also be tied into the professionally-designed decor of the coach. Wood-like vinyl wall covering will be used in the driver's compartment and on the exterior walls of the lavatory for an added touch of elegance.

There will be more stretch out room for passengers on Americruiser also. Greyhound has placed fewer seats in the Americruiser providing more legroom between rows. The floor in the passenger area is completely flat with no step up from the aisle to the seats. This along with the greater amount of room in the coach will allow a feeling of greater comfort, spaciousness, and convenience than ever before on a bus.

The seats are contoured to provide gentle support for the back and every seat has a panoramic view through the front and the sweeping sunglass side window.

Americruiser has total climate control to keep passengers comfortable inside regardless of the extremes of temperatures outside. The system constantly mixes outside air with conditioned air to keep the interior fresh and comfortable. Americruiser's filter system has been increased by 50 per cent over older buses to keep the atmosphere inside smoke and odor free.

More sound deadening material has been used on Americruiser than any other motor coach Greyhound has had in its fleet. As an example, to reduce tire noise, Americruiser has a double floor over the axles and the space between the double floor is filled with insulation. Its welded steel body riding on an air suspension system virtually eliminates annoying squeaks and rattles.

Americruisers are all equipped with automatic transmissions which provide a smoother, more comfortable ride. And more important, the automatic transmission makes Americruiser safer because it allows the driver to keep his hands on the wheel at all times.

Because the driver's performance is the most important safety factor in a bus, Americruiser has been engineered to help the driver operate the bus safely under all conditions. Americruiser gives the driver a 40 per cent larger wrap-around windshield for better visibility. All controls are placed in the most natural position to help him concentrate on his driving.

Wherever possible, emergency warning devices are made audible so the driver can keep his eyes on the road and his hands on the wheel. The driver has his own air conditioning system which he can adjust to keep himself fresh and alert.

The coach itself is also engineered for safety with a strong frame, excellent stability, independently mounted rear trailing wheels for roadability and better braking. Americruiser has positive action bolt-type side window locks, a quick release roof escape hatch and a host of other safety features.

Americruiser has hundreds of easy-maintenance features built into it so that it will be the most reliable bus ever built.

Greyhound calls Americruiser an "American Revolution in Travel." It could be the most popular revolution since 1776.

SACRAMENTANS RETURN FROM TRIP TO GERMANY

Mr. and Mrs. William L. Wright, recently returned from a vacation in West Germany, where they visited with SP4 and Mrs. Clifton Jackson, son-in - law and daughter of the Wrights. They also had the opportunity to become acquainted with their grand-son, one-year-old, Michael Jackson.

The Jackson's are stationed in Nuerburg, home of the famous post WW II war crimes trials. According to the Wrights, the older section of the city is surrounded by a Renaissance Castle, reminiscent of a period in European history which was filled with romance and violence.

One of the highlights of the Wright's vacation in Germany, was the Duendike, a huge church which has the distinction of being built into the side of a mountain. The Wright's also visited the stadium where Olympian Jesse Owens, embarassed athletes of Hitler's "master race."

The Wright's received a warm welcome to Germany from Base Commander, Major McKinize, who aided them with their stay in that country. The Wright's also credit Officers Woods and Russell, for making their stay a pleasant one.

Mr. & Mrs. William L. Wright & Mr. & Mrs. Clifton Jackson & Son

GEORGE DAVIS MAKES Mr. D's A SUCCESS...

(Continued from page A-7)

tion on a membership basis. Tentatively, he plans a $25 per year membership for the pool privileges, including sauna. Individual or one-time use, he says, would be $1 for the pool and $3 or $4 for the sauna. Davis says all the details are now being worked up.

A family man, Davis is married and has two step-sons and three grandchildren. He says he is very pleased with the business he's been fortunate enough to create and manage at a profit.

A quiet, stocky man with strong square features, Davis has little time for other things.

Indeed, he says, "This business is no joke. Try it with people, and they'll make a joke out of you!"

There is no doubt, Davis is a good host. His hospitality, the pleasant surroundings of Mr. D's and his good entertainment is what keeps people coming back again and again and again.

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CAL EXPO'S MEDIA DONKEY RACE

Competing in the Fourth Head against "Hard Times," columnist G. Cocoa Walther, United International Black Press, was forced to 'scratch his ass' due to a weight problem (his not the donkeys.) OBSERVER staff-reporter Cleora Bradley, replaced the columnist, on his entry "On The Go With Cocoa," which proved to be a hard-windy ride. Placing fifth in a field of ten asses, the over-all winner of the Celebrity Race was "Peace-A" ridden by Barry Fife of KPOP Radio.

Part of the great entertainment package, that was offered at this year's 1973 California State Fair, was the 1st Annual Celebrity Donkey Race. Top television, radio and newspaper personalities rode, pulled, pranced and prodded their donkeys across the finish line, Sunday, September 9th, as part of Media Day. Production Tech Eric Charles of THE SACRAMENTO OBSERVER rode his entry "Hard Times," while General Manager Russ Simpson acted as his trainer.

DR. TOOTE PLEDGES HOUSING EQUALITY

Dr. Gloria E. A. Toote, HUD's Assistant Secretary for Equal Opportunity, pledged Wednesday to members of the National Newspaper Publishers Association to make equality in housing, employment and business a reality for all minorites, women and the poor.

Launching the first of a series of briefings to acquaint civic, business and community leaders throughout the nation with the responsibilities of her office, Dr. Toote told the publishers in the opening remarks:

"In the past you have been neglected. I assure you this will not be an ommission of my office."

She asked the publishers for their cooperation in bringing to the attention of Americans the programs and policies for equal opportunities in housing, employment and business.

"There is no question that there is a housing problem," Dr. Toote said. "We still dehumanize too many Americans in the structures we build."

"Besides improvements in housing, minorities also must have socio-economic advice, she said. "Where HUD money is spent, poor people will be helded," she vowed.

She told the publishers she has a "broad mandate," under the Civil Rights Law that created her office, the 1964 Civil Rights Law and Presidential executive orders - to acquire for Blacks, women, Chicanos, Puerto Ricans, and poor people, of whatever race, creed or color, the right to decently housing and the right to live and work where they choose. Her mandate, said Dr. Toote, is buttressed by equal opportunity machines of other Federal agencies.

The HUD official vowed to extend equal opportunity to Indians. "If we allow any percentile of the American population to be degraded or ignored, it creeps like a germ affecting the total population," she said.

He called the government the prime "perpetrator," and said the "legacy of HUD is bleak."

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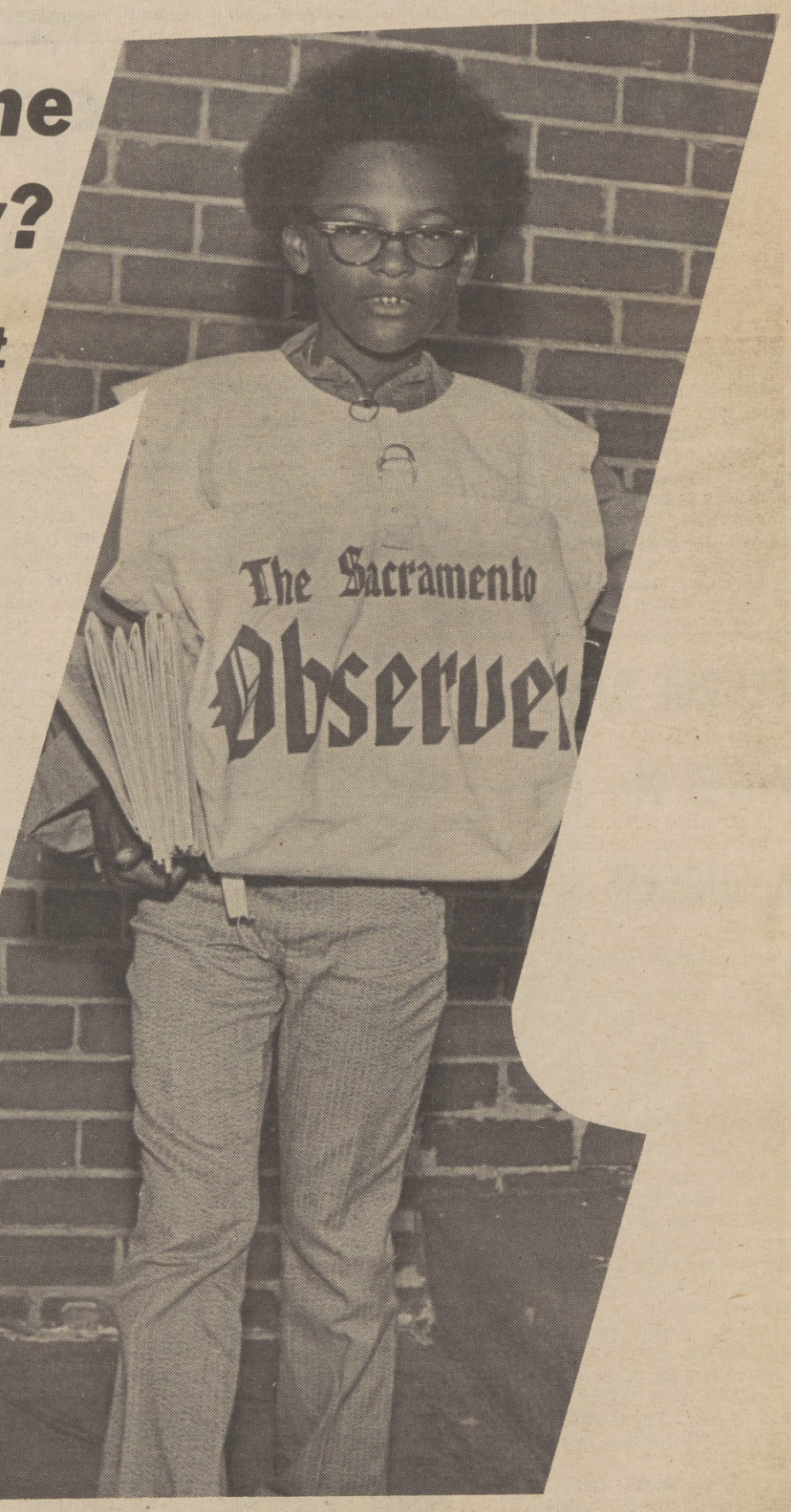

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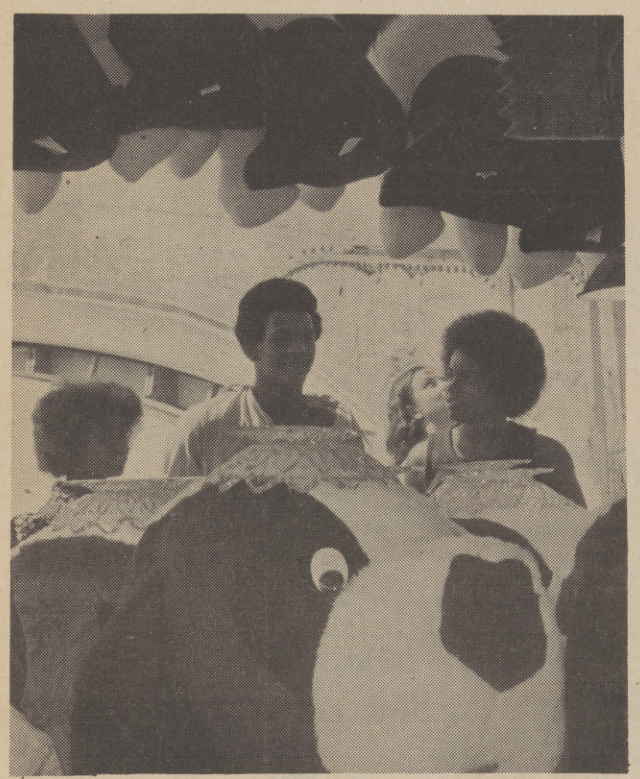
Fair Goers Get Final Glimpse Of '73 Activities



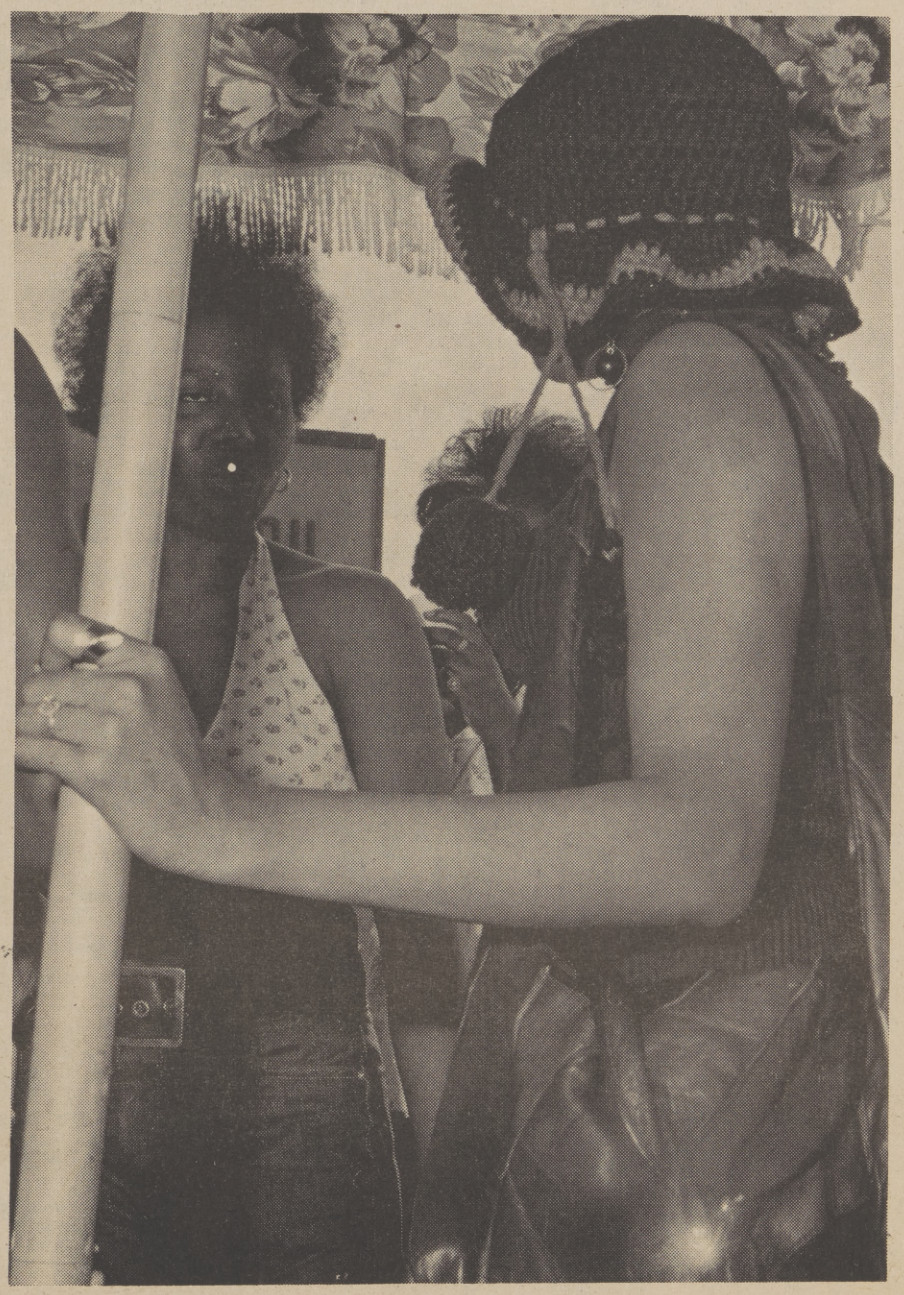
This young man and his girl seem to be discussing the possibility of winning one of the large stuffed animals.

No guess work here, this little fellow already knew where he wanted to go upon entering the Fairgrounds. Straight to the Merry-go-Round. The fair ended last Sunday.

Cool and breezy is this scene on the State Fairgrounds as one local couple paddles away in their rented boat. The Lake at Cal-Expo was one of the favorite spots of Sacramento fair-goers.

Strolling down the midway during the last day at the State Fair, these fair-goers appear to be looking for that booth which might offer them a fighting chance of winning something.

The glitter and sparkle of glassware just bogging to be won by anyone wishing to toss a dime.



Two ladies who are about to venture a try on the weight guessing game.

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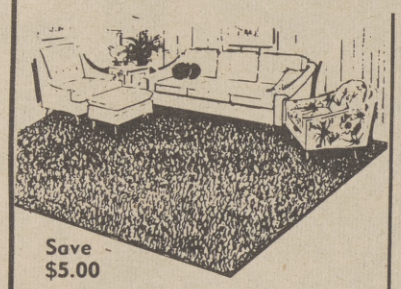

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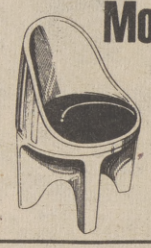

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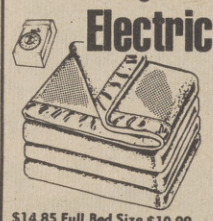

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98¢	Box of 100 — Plastic or Transparent CURAD Adhesive Bandages	58¢
$1.49	Regular or Super with Purse Container TAMPAX Box of 40	$1.18
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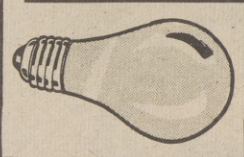
$1.38	15 Oz. Hand Lotion VASELINE Intensive Care	88¢
98¢	6 Ounce NOXZEMA Skin Cream	78¢



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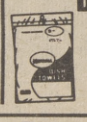

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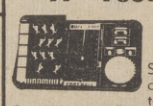

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Super pro game of quarterback strategy!

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With table rack, grass & double banks, live action cushions.

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Each Small Shot doll with "action" waist comes with a new set of wheels. Zoom them for hours of exciting fun, have them do daredevil stands.

99¢

THIS WOMAN ENJOYS HER WORK

"Originally when I joined the Peace Corps for two years, I was coming over as a Black American who wanted to see what Africa was like. And now I'm into my fourth year of service. I love it here." That's how Felecia Thacker, 25, daughter of Charles and Erma Thacker of Columbus, Ohio, describes her reason for joining the Peace Corps and why she extended her tour of duty in the tropical country another two years. "I feel very good about being here. I'm getting a chance to help someone else. I'm associating with very friendly people. And - incidentally - there's no snow," she laughed during a recent interview. In July, 1970, Felecia was accepted to train African teachers in "new science" techniques. She was assigned to Sierra Lone, a West African country about the size of South Carolina. During her first two years in the country, the Ministry of Education assigned her to train science teachers in Segbqema, an eastern town of about 7,000 near the Liberian border. Now she is working as a primary science specialist in Freetown, the capital city of about 20,000 persons. She enjoys it. She says "The average greeting can take up to five minutes. I feel all people can really have a beautiful experience here - especially Black American," she said. "When Black Americans come here," she explained, "people usually start guessing from the facial features and coloring what tribe the person's great grandfather was from. And who's to say they aren't right? "Some might say, 'Stay here and join us,' while others might say, 'Go back. You're an American, you don't belong here.' Usually, it depends on what they have been exposed to. Most have not met any Black Americans before, so they simply react to you according to how you react to them. If you go wanting to be friends, then they are happy to be your friend. If you go feeling superior, they don't want to be bothered with you," she said.

The Sacramento Observer

SECTION B

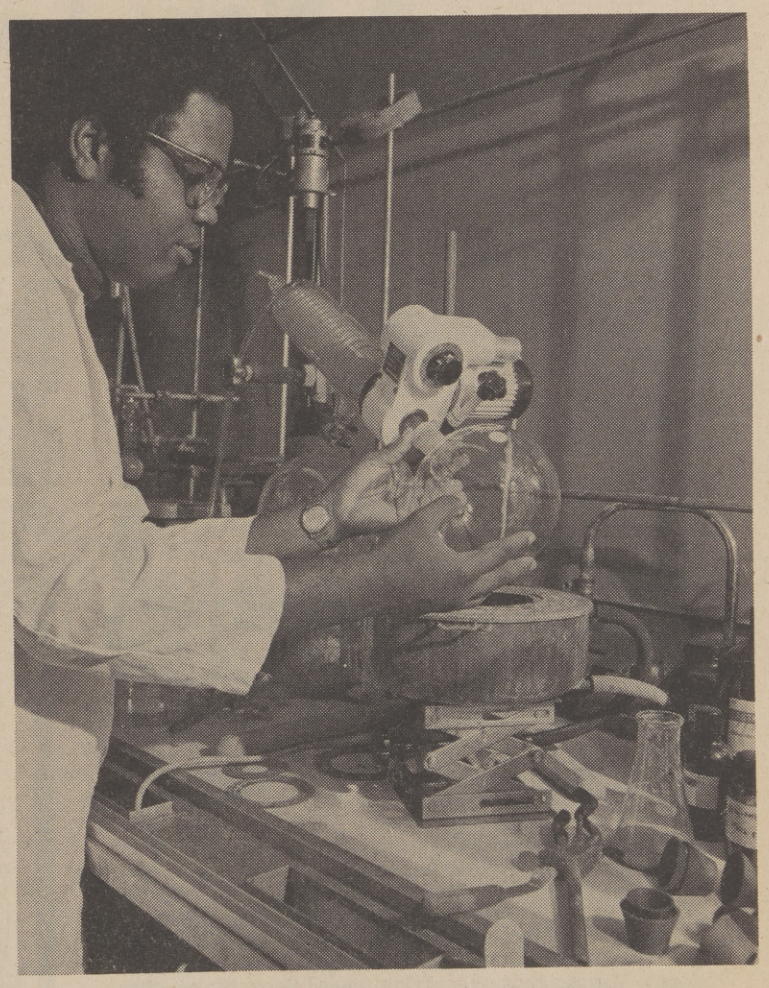
OBSERVATIONS

SEPTEMBER 13-19, 1973

'NEW DIRECTIONS'

Russ Simpson, General Manager of THE OBSERVER, upper left, began a new program last Sunday on Channel 10 KXTV, "New Directions." The program featured guests, Dr. Edward Fort, Superintendent of the Sacramento Unified School District, plus three district students. "New Directions," will be aired every other Sunday at 9:30 a.m. Simpson will serve as the program's host. The students are, left to right, Richard Holguin of Maple Elementry School; Leslie LaRue of Mark Hopkins Elementary School, and Wally Rowe of Bear Flag Elementary School.

INDUSTRIAL RESEARCHER



Dr. Horace Judson spent the summer learning about the methods and techniques used in industrial research at the Kodak Research Laboratories in Rochester, N.Y. A chemistry professor at Morgan State College in Baltimore, Md., Dr. Judson is shown running an organic reaction for color photography studies.

Nixon Vetoes Minimum Pay Legislation

The American Dream for nearly two-million impoverished citizens was once again denied realization, killed by President Nixon, who cited inflation as his rationale for it's death. Their dream died when the President vetoed legislation that would have brought the wages of domestic workers from $0.00 to $2.20 over the next two years.

The death of the "Minimum Pay Bill" did not come without warning. Nixon warned Congress that any attempts to upset his so-called master economic plan, would result in a veto. Nixon's action, like his political forebearers, was predictable. In vetoing the legislation, Nixon deceitfully added another building block to the wall which separates the "Haves" from the "Have Nots."

The system of labor currently validated by the President is the logical extention of a similar system of labor thought to have died in the burning of Atlanta. The American domestic worker has no organization, lacks security, and whatsmore, has no professional future. In short, they are "slaves" to their socio-economic status, trapped in an endless effort to live day-to-day.

The profile of the domestic worker reveals that they are overwhelmingly non-white, poorly educated, female, and usually support a family. The average domestic earns $1,800 per year, nearly 50 per cent below the government's "official" definition of poverty.

Domestics have no fringe benefits, no paid holidays, no vacations, no overtime, and little or no government support.

Domestic workers are covered by minimum wage

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The Sacramento Observer

EDITORIALS

HAWKINS REPORT

A New Look At Social Security

by AUGUSTUS F. HAWKINS
California First Black Congressman

Today, some 93 million American workers, through payroll taxes collected by the Federal Social Security Administration, contribute to the Social Security Program. The basic methodology and understanding is that workers pay certain pre-determined dollars into an insurance fund and receive it at a later time in their lives, when they are no longer able to function as contributing workers.

Most workers believe that the more they pay in, the more they are entitled to get back, and that Social Security is something they work for and are entitled to.

Although this basic assumption is correct, there are some misconceptions about the working of Social Security, which many Americans share.

The most popular misconception about So-Security is that it only provides an income for a worker, who at the age of 65 retires and thereafter lives on his Social Security earnings.

The truth of the matter is that over half of the people on Social Security obtain allowances as dependents. Among those receiving Social Security benefits are some 4 million children, 4 million widows (and including widowers), 3 million wives of disabled or retired former workers who are themselves drawing Social Security benefits, and some 2 million workers who receive disability insurance due to injury, rather than to retirement because of age.

The irony of all this, is the fact that of its $4.6 billion dollars in monthly benefits, Social Security only pays $2.4 billion dollars of this amount to its retired workers. This financial insurance then, rather than benefiting only retired workers, expends almost half of its support to millions of people who do not earn income from employment.

Obviously, I am not opposed to the broadening uses of Federal Social Security, but I do believe that certain fundamental changes in the system need to be instituted in order to make it more equitable.

The more pronounced areas of my concern are as follows:

- The regressive nature of the social security payroll tax
- The lack of sufficient income to individuals and families
- The negative relationship between taxes paid and benefits received
- The sex discrimination features of the system - benefits to women tend to be significantly less than their working male counterparts
- The reduction of benefits for older people who work after age 65.

Another area of my concern is around the fact that

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Guinier Backs Black Reparations, Says No Equality

"There never has been equality in America, there is no equality now, and there will never be equality without remedial action."

Dr. Ewart Guinier makes these claims in a recent issue of the Yale Law Journal as he reviews "The Case for Black Reparations," by Professor Boris I. Bittker. Dr. Guinier is Professor and Chairman of the Afro-American Studies Department at Howard University.

Dr. Guinier supports Professor Bittker's stand which he calls a "scholarly legal analysis" in support of the Black reparations demand made by James Forman at Riverside Church in New York City in 1969. Mr. Forman's "Manifesto" was adopted by the National Black Economic Development Conference in 1969.

"Reparations," as Professor Bittker uses the term, "are an attempt to redress injuries caused by legally imposed segregation," says Dr. Guinier. "The goal of reparations is equality. In seeking a remedy for the injuries of segregation, Professor Bittker turns to the legal system which once supported the wrong. He finds adequate precedent for damage actions founded on official misconduct which violates constitutional rights."

But Dr. Guinier discloses that Professor Bittker is not offering a litigation guide for reparations suits, but he is presenting a case to open national debate on the subject.

"The book's real value - and indeed its self-confessed purpose - is to rationalize the reparations issue and to initiate a national debate on the subject," Dr. Guiner points out. Professor Bittker only hints at solutions to the problems he investigates. Nonetheless, he may be the first white lawyer to address the subject since Lincoln spoke of 'the bondsman's two hundred and fifty years of unrequited toil!

"For Blacks, however, the debate is an old one," Dr. Guiner continues. "James Forman's interruption of the Riverside Church service was thus a dramatic presentation to whites of demands long voiced by Blacks."

He points out that Lincoln was quoting from a Black clergyman, Henry Highland Garnet, that David Walker in 1829, 'had passionately protested the lack of compensation for the labor of slaves," and that after the Civil War Bishop Henry McNeal Turner, called for reparations on numerous occasions.

"Professor Bittker," writes Dr. Guinier, "seems to accept the idea that in the process of development, American society created the problems to which the claim for reparations is addressed. He appears not to favor compensation for the years of slavery, but believes that reparations should be founded on the injuries incurred by a century of post-emancipation institutionalized segregation. To redress past inequity and to assure future equal status in society some form of compensation must be paid to the injuried parties.

While observing that Professor Bittker foresees a dilemma in the administration of reparations and individual reparation might require racial classification "akin to Hitler's labelling of Jews or south Africa's registration of Europeans, Bantus, and Coloureds," Dr. Guinier points out that racial classifications for remedial purposes has received the approval of the Supreme Court.

Reparations might be a means of equality, concludes Dr. Guinier. "There will never be equality without remedial action.

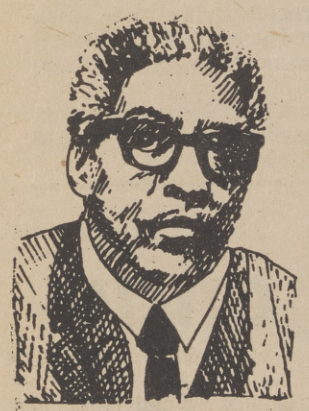
"This lack of action is not only unfortunate, it is," as Professor Bittker has helped show, unjust. "And injustice, in a country ruled by law, must be remedied; damages must be paid."

The Agenda Before Us

by BAYARD RUSTIN
A. Philip Randolph Institute

The nation has recently focused its attention on the legacy of the 1963 March on Washington. With the passage of ten complex, difficult years many feel an understandable nostalgia for a time when a more nearly united civil rights movement was pushing ahead, scoring victories in the courts and in Congress, and reaching the best impulses of America's moral consciousness.

Many recall the March as the ultimate expression of a cause that has expired; in the meantime they have moved to other, less formidable arenas which do not require the level of militant responsibility demanded by the struggle for racial equality.



RUSTIN

These people fail to place the March in its proper context. While the March served to dramatize the demands of the civil rights movement, the exhortations of Martin Luther King, A. Philip Randolph, Roy Wilkins and others did not produce all the legislation that we asked. Nor did the presence of a quarter of a million people.

Our program which we insisted was basic to a just and humane social order, was enacted in the Congress, and not beneath the shadow of the Lincoln Memorial.

The program enunciated at the March has yet to be completed.

While the issues may not be as precisely defined as they were ten years ago, they remain issues basic to an equal society. And their attainment, moreover, depends today on our political strength moreso than at any previous time.

The continuity of the civil rights movement is in fact reflected in its growing political awareness. The Leadership Conference on Civil Rights, which played an important role in securing the adoption of the early, landmark civil rights bills, today functions as one of the most important advocates for liberal social legislation.

The Leadership Conference is comprised of nearly 140 organizations. These organizations represent the forces that came together at the March on Washington - there are labor groups, civil rights organizations speaking for a variety of minority groups, liberal organizations and organizations representing religious denominations.

The work of the Leadership Conference has attained even more importance since the election of Richard Nixon. The Conference's two chief lobbyists, Clarence Mitchell of the NAACP and Andrew Biemiller of the AFL-CIO have been instrumental in the struggle against anti-busing legislation, the efforts to destroy the Voting Rights Act and the appointments of Haynesworth and Carswell.

And as Congress reconvenes they are engaged in a fight to determine the course of social legislation during the remainder of the Nixon Administration.

During the March on Washington the Civil Rights movement demanded "a national minimum wage bill that will give all Americans a decent standard of living." That demand is still valid, particularly with the

(Continued on Page B-4)

Telling It Straight

by ROY WILKINS
NAACP Executive Director

Many version of what Americans mean when they use the term Watergate have already appeared each according to the political inclination of those involved, each according to the personal formula, moral or otherwise, being advanced.

But for some, particularly the President of the United States, there is an obligation not to avoid political implications completely but to see, as a matter of personal integrity, that in public pronouncements, history remains reasonably straight - as straight as possible considering the research resources of the person making the comment. The facilities for research of a U.S. president are almost limitless.

That is why President Nixon dealt the Civil Rights demonstrators of the '60's such a low blow in his Aug. 15 speech, televised to the nation.

He wrote and declared: (The Watergate) "abuses resulted from the assumption by those involved that their case placed them beyond the reach of those rules that apply to other persons... It became fashionable in the 1960's, as individuals and groups increasingly asserted the right to take the law into their own hands, insisting that their purpose represented a higher morality...

WILKINS

So, the enormous and despicable plots on the rights and welfare of the whole American people were the results of the civil rights protest marches of the '60's! So, the violence and fears and riots of the '60's were the examples which the Watergate participants condemned but slavishly followed!

This is so much baloney, and if the President repeats this trashy reasoning in a televised address, then it is his baloney.

The late Dr. Martin Luther King was forever speaking about the redemption inherent in jail service. His letter from a Birmingham jail is an eloquent and moving document in the history of the civil rights movement. Dr. King was willing to pay the price for his defiance of laws.

And what were these laws against which a crescendo of protests arose? They were the demeaning, dehumanizing statutes that forbade a Black man to eat a hamburger or a piece of pie or drink a soft drink in any public place, or to ride unrestricted on a bus.

The leaders in phases of Watergate, on the other hand, were the holders of high and influential public office who never had been refused anything - a sandwich or a hotel room - on account of color.

They schemed for vast power, for its concentration in the executive branch, for its ramifications (and secret spying) into every department and agency of government, for its strings to be pulled by whoever was Chief Executive. Some of them drew fat salaries while in jail, and dreamed of pardon.

As for violence and riots, President Johnson's commission on civil disorders found that "all the major outbursts of recent years were precipitated by routine arrests of Negroes for minor offenses." In other words, it was not a plotting on the basis of the end justifying the means, but a despearate reaction to monolithic mistreatment.

Negro Americans and the civil rights movement deserve better than this monumental distortion from the President.

TO BE EQUAL

WORKMEN'S COMPENSATION

by ASSEMBLYMAN EDWIN L. Z'BERG 9th A.D.

California is in the forefront nationally in the quality of its workmen's compensation programs.

Our benefits for temporary disabilities and lump sum payments to widows rank in the top 10 states. California is one of 31 states that have compulsory workmen's compensation and one of 27 that allow no exemptions for the program based on the number of persons employed.

Much of the credit for California's recent progress in workmen's compensation belongs to Democrats in the Assembly.

In 1971, Assembly Bill 486, authored by Assembly Majority Leader, Jack R. Fenton of Montebello, added $60 million in new benefits. When signed into law, it represented the first major change in California's workmen's compensation benefits in 12 years.

In the 1973-74 session, Democrats are once again demonstrating their understanding of the need to provide better financial protection against job-related accidents for the millions of California working men and women.

Assemblyman Fenton has introduced three measures (AB 750, 751, 752) raising benefits for temporary and permanent - total disabilities, doubling death benefits for widows and shortening the time an injured person has to wait before starting to receive benefits.

Assemblyman Willie Brown, Jr., D-San Francisco, is carrying AB 758 to bring household domestics, gardeners and newsboys under the workmen's compensation umbrella. He is also the author of Assembly Bill 760 providing for mandatory rehabilitation.

Assemblyman John Francis Foran, D-San Francisco, has authored AB 1516 which permits an employee to have a wider choice of physicians than provided for under current workmen's compensation laws.

Other legislation has also been introduced that will establish a public body to research ways of improving our workmen's compensation system.

When originally drafted, Fenton's bill embodies recommendations made by the National Commission on Workmen's Compensation and called for more than $189 million in new benefits.

The bills have since been amended to reflect proposals by a Governor's Task Force on Workmen's Compensation which reviewed the national Commission's proposals. These amendments, which change the benefit totals in Fenton's bills to $36.8 million, hopefully will assume the legislation a smooth passage through the legislature and enactment into law.

When Congress enacted the Occupational Safety and Health Act of 1970, it declared that:

"Full protection of American workers requires and adequate, prompt and equitable system of workmen's compensation as well as an effective program of occupational health and safety regulations."

It is to be hoped that research by the public body into our workmen's compensation laws will result in further reforms which in the words of the national commission will "bring the reality of the program closer to the promise."

A New Look At Social Security...

(Continued from Page B-2)

benefits are derived on the basis of the family situation - not on the basis of earned income by individual members within the family.

For example, a working man and his working wife, might earn $10,800 (the maximum earnings to which the tax is applied), and $6,000 respectively. The tax on the man's income would be $590; and the tax on the wife's income would be $350 (a total of $941).

On the other hand, another man earning a $16,800 (equaling the above joint income), would not pay the $941 tax, but rather the maximum contribution of $590 on the first $10,800.

This disparity further compounds itself when retirement occurs. Since there is no guarantee that the wife's earnings in the above example would provide the family with additional income (even if both men continued earning at the described rate).

Social Security is an excellent example of social progress; it needs to be strengthened, however, to improve its positive qualities. I will certainly promote and support all effective efforts for change.

Home Rule For Washington D.C.

Picture one of the great cities of the world, with three - quarters of a million people, stadiums, museums, headquarters of national organizations and businesses, a thriving community life, and a national communications center.

Picture such a metropolis whose citizens do not have the right to vote for their local officials, whose every local law has to be approved by people who live elsewhere and whose main interests lie elsewhere. Picture such a city, whose residents pay taxes but cannot elect the officials who formulate those taxes.

It sounds like tyranny, doesn't it? One would expect such a situation to exist in a colony or in some dictatorship.

The city is Washington, D. C., the capital of the United States. This nation, which won its independence nearly 200 years ago under the banner of: "no taxation without representation," follows the same course with regard to its own citizens in its own capital.

This is an intolerable situation, one that demands immediate solution. All it takes is for home rule to be extended to the citizens of Washington, D. C. All they are asking is the right to elect their own mayor, now appointed by the President, and their own city council, also now appointed. All they are asking is what every single city, town and village in this country has.

Home rule for the District of Columbia is something so long overdue and so obvious a right, that nearly everyone is in favor of it. A national poll some years back showed Americans support home rule by a 6 to 1 margin. A recent pool of D. C. residents shows 80 per cent want home rule.

I wonder what goes on in the minds of foreign visitors to the capital of the nation that proclaims itself a democracy when they learn that the residents of this big city cannot even vote for their own mayor and council. And how do the District schools teach civics lessons to children whose parents are disenfranchised and pay taxes without adequate representation? If there is anything all people can agree upon it is that fairness and equity demand home rule for the District now.

PROSPECTS FOR OVERIDE OF MINIMUM WAGE VETO SLIM

by LOUISE E. WYCHE
National Black News Service

Prospects for a minimum wage bill this year dimmed as President Nixon - as he said he would - vetoed a bill that would have raised the salaries of millions of underpaid Americans.

Claiming that the increase by 40 cents an hour would be inflationary, the President said the bill would "do more harm than good. It would cause unemployment. It is inflationary. And it hurts those who can least afford it. For all of these reasons, I am compelled to return it without my approval."

"Both fairness and decency require that we act now - this year - to raise the minimum wage rate," the President told the Congress in his veto message.

But passage of minimum wage bill is highly unlikely this year because of the wide differences between the Congress and the President.

The biggest source of disagreement is the "youth differential." This permits employees to pay youngsters less than the minimum wage for adults. Labor unions have successfully fought to have the Democratic-controlled Congress enact a provision bringing all of these youngsters under the provision.

But the President doesn't want this provision in the bill and he has made clear that he will veto the bill should it include this provision.

Another matter of serious disagreement between the legislative and executive branches is the extension of the new minimums to thousands of domestic workers. This would bring them under the bill for the first time in the country's history.

But the President has said the probable effect would be to reduce the number of hours of household help and therefore the pay.

The House is not expected to override the President's veto on September 19, when two-thirds majorities will be needed. It will be the 6th time that the President has vetoed a bill this year.

The President, in saying that the Congressionally approved bill would raise salaries too fast and cover too many more workers, has suggested an alternative bill which would boost the wage higher but at a slower rate that would be "much more prudent and helpful."

Mr. Nixon wants to start with $1.90 an hour now, and move that up to $2.30 an hour next July 1.

Although the President conceded that the congressional bill "flows from the best of intentions," he made it clear that he was not open for compromise on the issue - thus killing any chance for enactment of a minimum wage bill this year that meets his approval.

Nixon Vetoes Legislation...

(Continued from Page B-2)

laws in only five states. The State of California has no minimum pay laws which cover domestic workers. Without federal or state legislation to protect the domestic workers, their existence as laborers depends upon the mercy of the individual employer.

Lack of organization and protecting legislation equals exploitation of human labor. While Nixon protests the nation from inflation we must ask ourselves this basic question: "How can feeding a person who is hungry, or clothing a person who is poorly clothed, be a threat to inflation? Putting money or jobs in the hands of the poor is no threat to inflation. Any high school economist knows this.

Nixon, from his vantage point high above, flying to his publicly financed homes in California and Florida, may someday realize that there are more citizens in this nation than his close friends. He may someday realize that the raving bigots who wears white hoods and gather yearly at Stone Mountain are less dangerous to the survival of the Republic than the systematic, institutionalized bigots who manned the helms of government. The awakening of President Nixon to the needs of the "Have Nots" may someday come like a fireball in the night and it will come as no surprise to those who have looked at history.

In the words of his closest advisor, Henry Kissinger, "power is transit." And Nixon's power will come to pass.

The Agenda Before Us...

(Continued from Page B-3)

President planning to veto a minimum wage bill that represents the most important piece of social legislation this year.

Another of the demands called for "a massive federal program to train and place all unemployed workers - Negro and white - in meaningful and dignified jobs at decent wages." Right now, Congress is debating whether to continue the Emergency Employment Act. While this program falls far short of bringing about full employment, it does provide funds for 180,000 jobs, with a substantial portion going to Blacks.

Congress will also consider legislation that would limit the President's authority to impound funds appropriated for social programs, a bill to fund programs for the Office of Economic Opportunity, housing and education legislation, and the McGee Bill, which would simplify voter registration procedures for federal elections.

Taken together, this legislation will have profound consequences on the shape of Black economic progress in coming years. A bill which adds 60 cents to the hourly wages to the lowest paid workers would have a direct affect on the material well-being of millions of Black workers. The creation of jobs by the federal government would help reduce the persistent, scandalous rate of Black unemployment.

There is nothing wrong with indulging in reflection. The March on Washington was a great event in itself, and it helped generate the most important social progress of our time. But it is more important to recognize that those who marched in 1963, are still struggling today to secure the ideal society asked by the March.

THE CHURCH

The Black Church- Catalyst For Change

by B. LELAND NASH
Observer Religion Editor

"Although she feeds me bread of bitterness, and sinks into my throat for tiger's tooth, stealing my breath of life, I will confess I love this cultured hell that tests my youth! Her vigor flows like tides into my blood, giving me strength erect against her hate. Her bigness sweeps my being like a flood. Yet as a rebel fronts a king in state, I stand within her walls with not a shred of terror, malice, not a word of jeer.

Darkly I glaze into the days ahead, and seeing her might granite wonders there, beneath the touch of Time's unerring hand, like priceless treasures sinking in the sand."

Claude McKay's poem, "America" depicts the contemporary thought of the church and its role today.

The Black Church is part of the Black militant movement and is involved in Christian ministry. The Black militant movement is motivated by the spirit and work of liberation and is dtermined to help free the Black man from the white man's tyranically imposed and brutally practiced domination.

Since we hold up Jesus Christ as our spiritual head and since Jesus declared that he is for liberation and is the Liberator, there is no other for us to take except that of contending the fighting for the full and complete liberation of all helpless, powerless and mistreated people. Apropose is Luke 4:18-19..

The spirit of the Lord is upon me. He has anointed me to preach the Good news to the poor, He has sent me to proclaim liberty to the captives, and recovery of sight to the blind, To set free the oppressed, To announce the year when the Lord will save his people!

The term Black Church, is obviously a racial identification which on the surface has little, and in many instances, nothing to do with narrow theology or stern abstract doctrine. Instead of being traditionally theological of doctrinal in its origin, growth and development, the Black Church was, and still is, primarily humanistic (interested in people as people) and social (interested in the social order).

This fact makes her a practical theological movement because we believe that God's interest is in PEOPLE and in the WORLD because it is the home of people. The Black church has a special mission in that it has the task of serving and leading a people who have had and are still having what we call the "Black experience."

This experience is one of blunt rejection, economic deprivation, social isolation; being excluded from, omitted from, exploited, by-passed, suppressed, scorned, brutally beaten, shot down, lynched and mistreated in a thousand different ways solely because one is BLACK.

The business of the Black Church, then, has been and still is, to find ways to enable people with such a horrible experience to overcome instead of giving up; to OVERCOME without becoming embittered, discouraged, dispondent; to find ways to help them to "make bricks without straws; "ways to be radical without being cruel; ways to keep on living in spite of the fact that things don't seem to be getting better fast enough.

SERVICE FOR MIGRANT & TRANSIT WORKERS

The Rev. Larry Simpson, left, and Rev. Raymond Love, far right, joined Captain Curtis Gleason of the Volunteers of America's Sacramento Mission, in a monthly religious service sponsored by V of A's program to aid migrant and transit workers in the area. Both Rev. Simpson and Rev. Love are from the Moments of Blessing Church. The V of A, has three programs in operation in the Sacramento area. The programs are all aimed at the needs of the disadvantaged. V of A is a national organization which aids people of all walks of life through services. One interesting aspect of the Sacramento V of A mission is that meals are served prior to religious service, thus the argument cannot be made that the transients are forced into religious services for a meal. The motto of the Sacramento Mission is, "How can you save a man's soul if he is hungry."

93rd Baptist Convention Held

"The depletion of our natural resources and tragic Watergate struggle are God's way of asking us to put moral content into our lives," Dr. Joseph H. Jackson told delegates to the 93rd National Baptist Convention, U.S.A., Inc., here, today.

Environmental Control Watergate struggle, self-help education, first class citizenship and convention achievements were discussed by Dr. Jackson now serving his 20th year as president of the 6.5 million member organization.

"Our leaders must do more than sit in judgment on their compatriots, they must sit in judgment on themselves.

"We know the needs of America are economic and political but our economy is weak in many points and our political structure is not as fruitful as it ought to be. But our needs in America are also moral and spiritual.

"God wills to save us but if he cannot save us with plenty he will visit us with famine, floods, and other privations that would bring us to our knees and show us we cannot make it without him. If he cannot save America with her fine cars and jet planes, it may be he will check the flow of gas and reduce the abundance of fuel and freeze our automobiles in the streets, and

(Continued on page B-6)

CAN SPEECH, VISION, OR HEARING REALLY BE LOST?

No! They are qualities of thought. They are spiritual ideas. They come from God, divine Mind, the constant source of all good and perfection.

Broadcast this week over many stations including:

KFBK 9:15 a.m.
KGO 8:30 a.m.

the TRUTH that HEALS
A Christian Science radio series

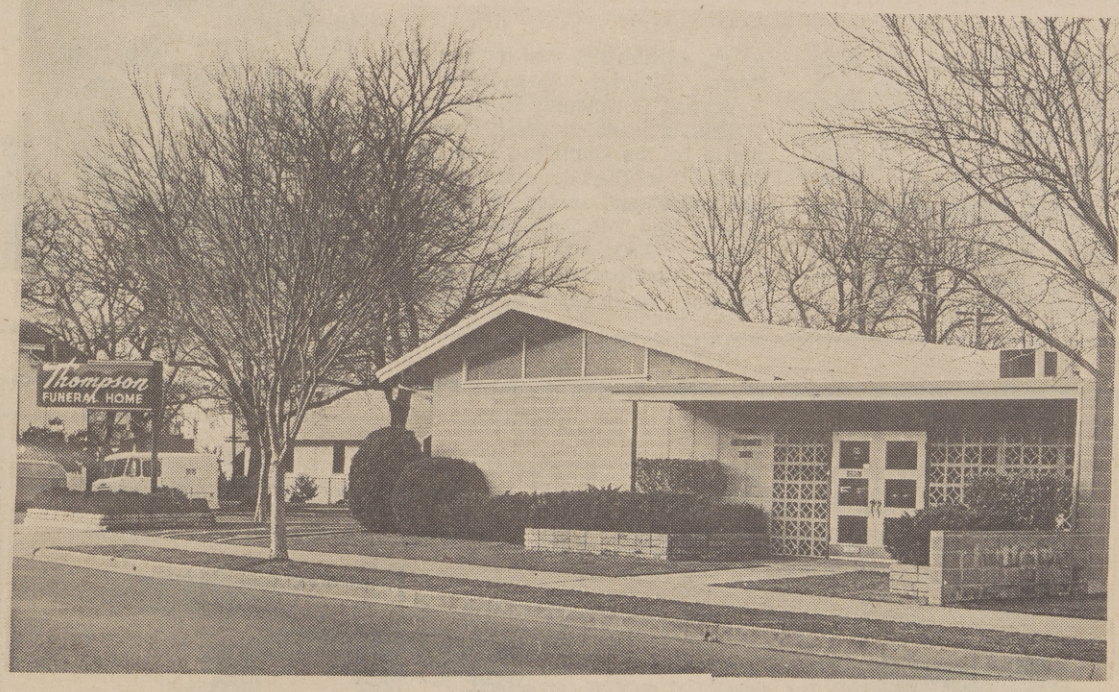
Thoughts

From the Living Bible

Before anything else existed there was Christ, with God. He has always been alive and is himself God. He created everything there is—nothing exists that he didn't make. Eternal life is in him, and this life gives light to all mankind.

God sent John the Baptist as a witness to the fact that Jesus Christ is the true Light. John himself was not the Light; he was only a witness to identify it. Later on, the one who is the true Light arrived to shine on everyone coming into the world.

John 1:1-9



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Sacramento, California

23rd PASTORIAL ANNIVERSARY

The Rev. and Mrs. C. M. Cummings of Macedonia Baptist Church celebrated their 23rd pastorial anniversary last week along with over 200 church members and their invited guests. The Rev. T. Wade of Tabernacle Baptist Church of the city was the featured speaker for the services, which honored Rev. Cumming's services over the years. Along with Rev. Wade, was the Tabernacle Baptist Chuch Choir and members of the Union Baptist Church. Pastor and Mrs. Cummings were also honored by Rev. William Hights of St. John Baptist Church, the Rev. Henderson White of Mount Olive Baptist Church and members of the Mount Calvary Baptist Church.

Local Church Announcements

By Gwen Beasley

SHILOH BAPTIST CHURCH, Rev. W. P. Cooke, Pastor, 3565 9th Ave. The Number Two Choir will be celebrating its 25th Annual Day, September 23, 1973 at 3:00 p.m. Guest choirs will be Beth-El Apostolic Faith Choir, Trinity Baptist Choir and the Murchison Nolanaires Family. Guest speaker will be the Rev. J. D. Marshall. Sis Goldie Dixon, President, Sis Eleanor Newell, Program Chairwoman. Please come out and help them have a successful day.

KYLES TEMPLE AME ZION, Rev. Robert L. Graham, Pastor, Rev. Vincent Thompson Assistant Pastor, 2940 42nd Street. Sunday, September 16th, Sunday School at 9:30 a.m., Morning Worship 10:55 a.m., Junior Choir and Voice of Inspiration Services at 6:00 p.m., Evening Worship at 7:00 p.m. Music furnished by the Voices of Inspiration.

ST. JOHN'S BAPTIST CHURCH, Rev. William Hights, Pastor, 2130 4th St. The Junior Choir will be going to San Francisco to attend services at Little Zion Baptist Church.

MACEDONIA BAPTIST CHURCH, Rev. C.M. Cummings, Pastor, 700 Benton Avenue. Senior Food Program for Senior Citizens or anyone that's Hungry, will be every Monday through Friday at 11:30 a.m. The free food is sponsored by the Government. Bro. Robert Office is in charge. Everyone is welcome to come.

CARMICHAEL SEVENTH DAY ADVENTIST, Elder Reinhold Tilstra, Minister. Beginning September 19th, Wednesday at 7:00 p.m. a nine week course in Vegetarian Cookery and General Nutrition Principle, a small fee for materials, and recipes will be available. Everyone is welcome.

MOMENTS OF BLESSING, Rev. George R. Archie, Pastor, 2830 35th Street. Revival Services at 8 p.m. every evening. Speaker of the hour Bro. Ezeikiel from Philadelphia, Penn. Everyone is welcome.

REVIVAL CRUSADE, 3629 Del Paso Blvd, Rev. B. L. Whitney, Pastor. A crusade -- a massive, fundamentalist, Christ-as-personal-Savior-Revival it's an old-time, Bible-toting, witness-giving kind of revival. Will be held September 25th through the 30th at 7:45 p.m. The public is invited.

93rd BAPTIST CONVENTION ADJOURNS...

(Continued from page B-5)

ground our planes and push us back to the horse and buggy days."

Dr. Jackson spoke of morality in relationship to Watergate.

"Watergate proves that the sins people of this nation commit against others, they will, under stress and in a state of mistrust, practice against one another.

"When we get to the bottom of this story with open minds, we will discover that syping is something all nations practice against each other. And all of our officials, from the president down, know this and have condoned it.

"The morality of the Federal Constitution is a morality of fellowship and trust. When fellowship and trust break down among the peoples of America they will tend to resort to the same sins they have practiced against other nations for their security. The morality of the Charter of the United Nations is also a morality of confidence and trust. If the nations of the world practice a morality of confidence and trust, spying will be greatly reduced; and instead of suspicion, doubt, mistrust and intrigue, there would be goodwill.

Dr. Jackson spoke of how the 13 original colonies of this land were born in an atmosphere of trust.

"But partisan politics and party mistrusts have occupied the center of political consciousness until we are now engaged in a civil struggle. This struggle, if not checked, can impeach more than the president . . . it can impeach our American legacy.

MOUNT CALVARY'S ANNUAL CAMP MEET

The MT. CALVARY CHURCH OF GOD IN CHRIST, 3302 Stockton Blvd., Bishop Thomas Butler minister, will be having Annual Camp Meeting of the Deliverance Temple Holiness Churches. Soul-Saving and Healing Services will be given to help the sick and afflicted. The services will be every 2nd and 4th Sunday from 5 p.m. to 7 p.m.

'DON'T FAKE IT, SAY IT WITH LOVE'

"Don't Fake It, Say With Love," will be the theme for a one-night youth crusade which will convene on Saturday, September 22, 6:30 p.m., at New Hope Baptist Church, 3700 32nd Street, corner of 32nd St., and 12th Avenue.

Rev. A. Paul Jones is Pastor.

Special guests will be the Christian Crusaders of Berkeley, California, and the Northern District Mass Choir. Everyone is welcome to attend.

This crusade is being sponsored by the Christian Family United for Christ, and interdenominational group of young people who felt the need for a closer relationship with young people who profess Christ and winning souls that are lost.

ALBERT CRITCHLOW

Albert Critchlow Featured Speaker

Prayer-power provides a way out of "defaming habits, depressing attitudes, and ill health," Albert B. Crichlow, C.S., will tell an audience in Sacramento, September 24 at 8:00 p.m.

The first black to become a Christian Science lecturer, Crichlow is from Petit Valley, Trinidad.

"Drawing near to the Christ, Truth, through prayer-power is God's loving means," he will state, "for the salvation of all mankind, the solution to all the obdurate woes that beset humanity."

Crichlow will speak in First Church of Christ Scientists on September 24 at 8:00 p.m. at the invitation of 23rd and Capitol Ave., First Church.

Mr. Crichlow was a flying officer with the Royal Air Force from 1943-46. For twenty years he was design engineer with an architectural firm in Trinidad, and later became a building contractor. He served as Christian Science Committee on Publication for Trinidad for thirteen years.

As a member of The Christian Science Board of Lectureship, he now travels extensively, sharing insights about effective prayer with public audiences.

Healings of racial prejudice as well as physical conditions through the power of effective prayer will be related in his local lecture entitled "Prayer Power."

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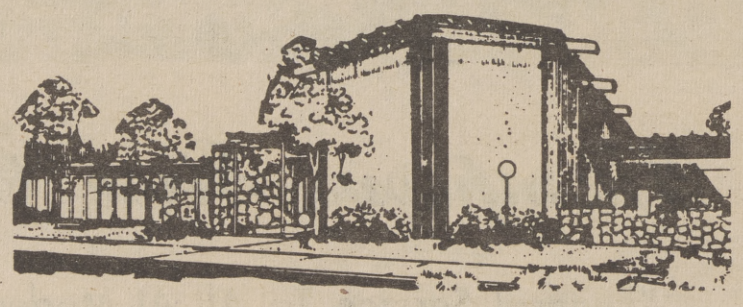

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7 to 8 p.m. Vesper Hour

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The Sacramento Observer

SPORTS

SEPTEMBER 13-19, 1973

A BLACK WOMAN'S VIEW OF THE FIGHT

I WAS THERE BECAUSE OF ALI'

by TERRIS MAE McMAHAN
Observer Staff Reporter

Muhammed Ali scored a split decision victory last Monday night, September 10, in his rematch bout with Ken Norton.

"I have never been a great boxing fan. I found it difficult to cheer on the seemingly cold blooded brutality of two modern day gladiators pounding each other to the delight of some crowd, the thumbs-up or down judgment system being replaced by the only slightly more sophisticated judges score card.

"Nevertheless, I was among the crowd in the smoke filled Memorial Auditorium Monday night, with my eyes glued to the closed circuit screen, and my pulse racing like crazy.

"I was not there because I had suddenly become a great boxing enthusiast, I still have difficulty distinguishing between a clinch and a TKO. I was there because of Ali.

"Ali is a great boxer, even I, of the untrained eye, could distinguish that, but before I ever witnessed Ali's skill in the ring he had gained my respect as a great man, a Black man, with strong convictions and the courage to stand up for them no matter what the odds.

"So, for me, seeing Ali fight was a spiritual experience. I had followed his career and knew his progress and his victories. I remembered the stand he took and how his title was snatched away because of it and I came Monday night to witness for myself.

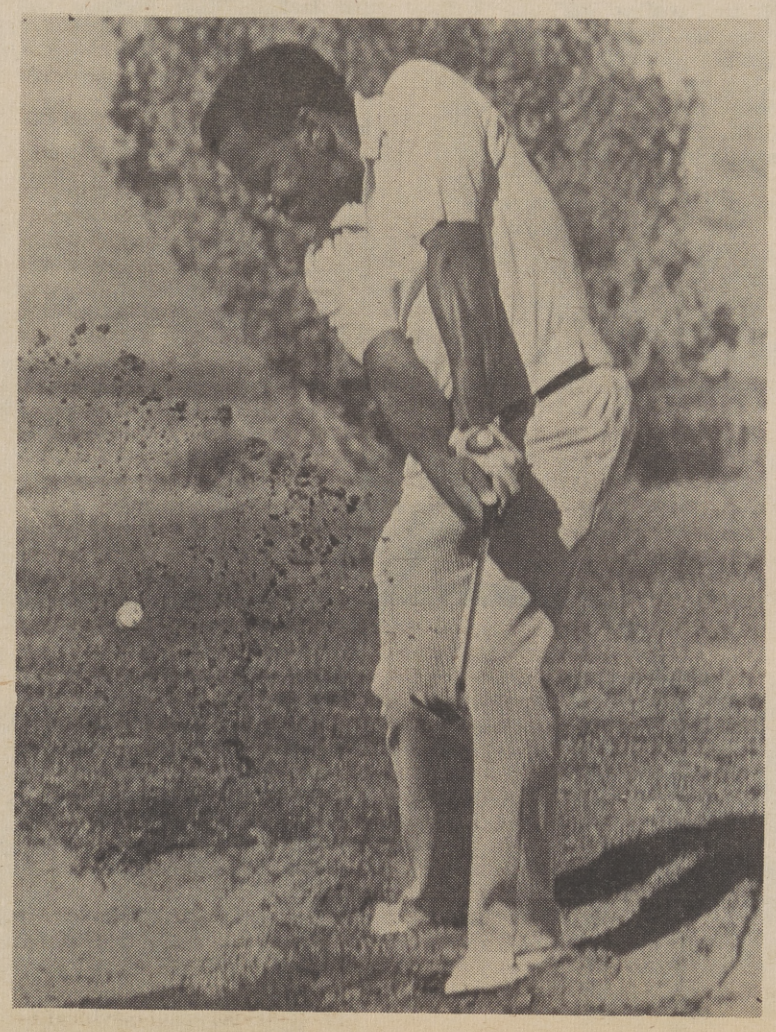
"Ali entered the ring, a man with a purpose. Gone was the good natured bragging of his earlier years. Gone too, was the smile and the "psych out" techniques that some had grown to expect. In it's place remained a man with a purpose, somber, almost grim in his determination.

"I was schooled that night. Ali came out dancing. I saw him dance circles and counter-circles around his opponent, his beauty and power becoming synomous. Norton, no slouch by any stretch of the imagina-

TERRIS MAE McMAHAN

tion, fought an admirable fight, but when the bout was over, Ali left the ring a winner.

"I have always loved Muhammed Ali, but after seeing him perform with such skill, I have gained a new found respect for the sport that he and so many other Black men have excelled in."



From the fringe of one of Mather Golf Courses many traps, Herman Nichols comes out. All in preparation for "Big Al's Tournament," Sept. 15th and 16th, at the tough Laguna Seca Course at Monterey, California.

Western States G.A. To Host Invitational

Laguna Seca Golf Course, Monterey, California, will be the site of "Big Al's Invitational" golf tournament which is sponsored by the Sacramento Area's Black Golfers Club.

Committee handling the affair, which is a two-day 36-hole tournament, are Al Geiger, Handy Gray, Shelton Conerly, and Jim Curtis.

The tournament is set for Saturday and Sunday, September 15 and 16.

The Western States Golf Association, the largest Black golf association in the west, has 26 member clubs throughout eleven western states.

The Sacramento golf club has over 80 members, all accomplished golfers.

The tournament will also have a flight for women golfers. Among those expected to attend from this area are Delores Geiger, Rosie Gray, Vernita Nichols and Sarah Gross.

Morgan Vs. Grambling, Tops In College Grid

When the New York Urban League started the Whitney M. Young Jr., Memorial Football Classic, featuring Morgan State and Grambling College, they created the top football game in Black college circles. Not only is it the top draw among Black colleges, but outdraws many white college games including several "bowl" games.

This year's classic will be played at New York's Yankee Stadium on Saturday, September 22nd, game time 3:00 p.m.

One of the all-time great games is the Orange Blossom Classic in Florida, featuring the Florida A&M team against a leading team in the south. The Orange Blossom is entering its 41st year, making it the granddaddy of Black college bowl games.

Jake Gaither, dean of Black college coaches, retired from active duty at A & M this week after four decades at the school.

The other top game in the Southern Intercollegiate Athletic Conference is the battle between Bethune-Cookman and Florida A & M. Their traditional donnybrook usually settles the State's number one po-

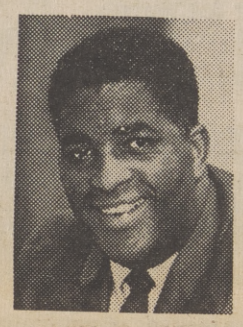
(Continued on page B-8)

Lakers Sign Washington For $500,000

The Los Angeles Lakers have signed Kermit Washington, who became only the seventh player in NCAA history to average 20 points and 20 rebounds per game during his career in American University. Although Washington isn't saying, it was reported that the contract is for $500,000.

Anthony Davis, Possible Heisman Recipient

Anthony Davis, who physically resembles another distinguished Univerity of Southern California product, O. J. Simpson, of the Buffalo Bills, is the choice of football writers from across the country to win the Heisman Trophy. Besides his running ability to shake off would-be tacklers, Davis is also known for his knee dances in the end zone, of which he saw a lot of last year.



By the way...

by Joe Black

When I write about welfare, I'm drawing from personal experience. My family was on the welfare rolls when I was a child, and the money was used to provide the important basic necessities of life.

But I wonder today how many people on the welfare rolls misuse the money they are given? How many spend welfare money to keep up with the Joneses, instead of using the money for the things that are important?

In today's highly industrial society, automation and rapidly increasing technology have reduced the job opportunities for Black women. It is for this reason that welfare is necessary.

Welfare is absolutely vital as an aid, not as additional income to be frittered away. When welfare money is used to buy a new wig, a new outfit, or for an ego trip, have you ever considered who suffers?

We all do, of course. But especially our children.

I believe that Black parents' first obligation is to their children. Their basic needs must be met of course, but there are other equally important needs. Their education, comfort, and happiness must be paid for, before selfish gain.

A key word to keep in mind regarding the use of welfare is responsibility. Parents are responsible for the well-being of their children. And when a Black parent uses welfare money for the benefit of his children, it's a good example of responsibility.

And love.

Joe Black
Vice President
The Greyhound Corporation

sports rap with Mardeio Cannon

The night of the Big Fight is always marked by excitement and anticipation.

Boxing has survived throughout the years, despite criticisms from those who don't understand the sport.

The Big Fight stirs the populace, unlike any other sporting event. World Series, Super Bowl, Master's Golf Tournament, or the Rose Bowl; nothing surpasses watching the heavyweights battle it out on even terms.

From Jack Johnson to Joe Louis to George Foreman, Black men have proved to be great fistic champions.

In fact, Black men have held the heavyweight crown ever since Sweden's Ingemar Johanssen woke up one morning the champion, but Floyd Paterson regained it before he could fit the belt around his waist.

Being the Heavyweight Champion of the World is a long-hard struggle, of deep knee bends, lonely road work, $20 fights in backwood towns and the continuing confidence in oneself that leads to the top.

The most controversial heavyweight champion by far, of all time, Muhammed Ali, aka Cassius Clay, was involved in a most dramatic and important fight against the "Jaw Breaker," Ken Norton.

The fight against strong Ken Norton, was probably Ali's most important since his fight of the Century against Joe Frazier.

Ken Norton upset Ali, March 1973, in San Diego breaking Muhammed's jaw in the process.

Ever since that fight, all kinds of excuses have been given as the reason for Ali's second loss of his career.

Some say that Ali wasn't in shape, or that he took Ken Norton too lightly. While others said that Muhammed was partying the night before the fight, and therefore wasn't in the best of condition. Also reports were made that Ali, had a bad cold at that time, but didn't postpone the fight because of the potential loss to many of the Blacks involved in the match.

Whatever the reason or excuse, Ali lost and his star lost some of its glitter.

George Foreman, now the Champion, can pick his opponents with ease and convenience as evidenced by his first round victory over nobody, Joe "King" Roman.

A gate between Champion George Foreman and Muhammed Ali, could possibly surpass the gate in Ali fight against Frazier.

So, it is now very important that Muhammed Ali, beat this young ex-marine who believes strongly in hypnotic suggestions.

The fight proved some changes in Ali's style that bears noting. Ali came out strong in the first few rounds, dancing and moving very good.

While Ali was moving like the Ali of old, he had Norton befuddled with his speed, footwork and jabs, scoring repeatedly.

As soon as the dancing stops, Norton begins to score with some solid punches.

In the 12th round, Ali, like all great champions, knew the fight was close.

This great human being summoned all the inner strength he had and won the fight in a close decision.

Now, the question remains: Is Age catching up with Ali? The answer is definitely yes.

The people's champion, is now and probably will stay the fastest heavyweight champion of all time.

He needs fast, strong legs in order to fight in the style that has brought him fame and fortune over the years.

As any athelte realizes, the part of the body that goes first, is the legs, and when they goes, you goes with them.

So, my heartfelt congratulations to the Great Muhammed Ali, in his test of time against the great under-rated Ken Norton.

When and if Muhammed Ali fights against George Foreman for the championship, Muhammed Ali will lose the fight.

Morgan Vs. Grambling...

(Continued from page B-7)

sition. In recent years, the Fisk University - Fort Valley State game has taken on sectional importance.

In the three year old Mid-Eastern Athletic Conference Nroth Carolina A&T and North Carolina Central, Morgan State against Howard, and Morgan State against Maryland State have held the conference spotlight. These old C.I.A.A. teams now in the new conference, still carry on their time-worn crusade for gridiron supremacy.

The Central Intercollegiate Athletic Conference's highlight game is a state matter . . . . settling the question as to who is the best in Virginia, Virginia State or Virginia Union.

In the Southwest Athletic Conference, generally considered the rough-necks of Black college football, traditional warfare exists between Grambling, Alcorn, Texas Southern and Jackson State. Perhaps the biggest intersectional battle is between Tennessee State (an independent) and the Tigers of Grambling. State's only loss last year was to Grambling.

All of these games, important in their respective conferences and important nationally, draw anywhere from 30,000 to 40,000 spectators. The Whitney M. Young Jr. Classic, in its third year, has always packed 64,000 into Yankee Stadium.

In its short history, the game has attracted national attention for its great play, great drawing power and its significance in college football.

With proceeds from the Morgan/ Grambling game earmarked for educational programs for urban youth, another dimension of importance is added to this event.

Tickets are on sale at New York Urban League, 2090 Seventh Avenue, New York City; Yankee Stadium; Grand Central Station; Ticketron outlets; and Urban League office around the United States. For ticket information, call (212) 749-7452. Tickets are priced at $4, $6, $8, $10, and $15.

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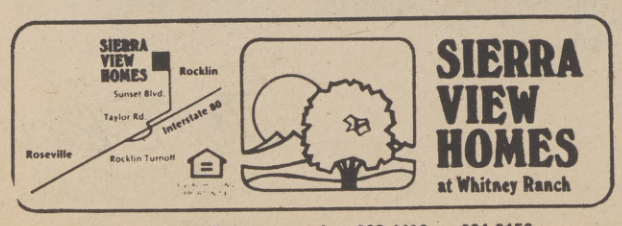

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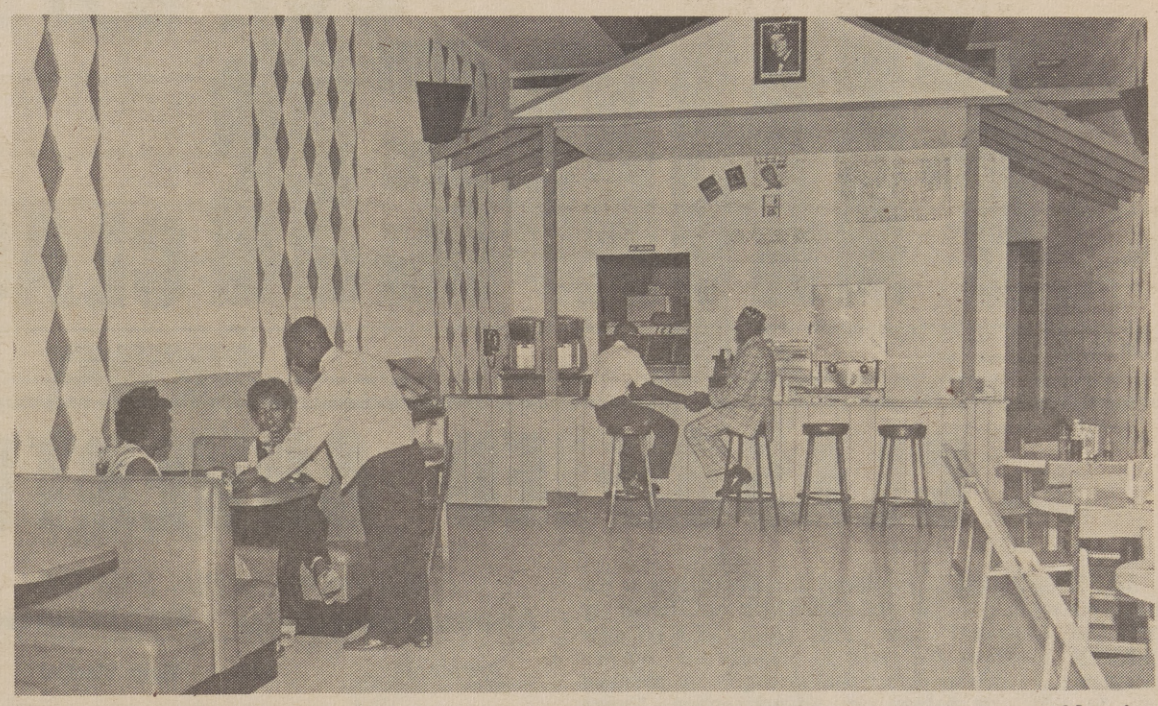
NATION OF ISLAM OPENS NEW 'SHABAZZ BAKE SHOP

The Nation of Islam, recently opened their third facility in the Oak Park business district. The Shabaaz Bake Shop, which opened officially last week, features the Muslim's world famous Bean Pies and the shop's specialty, Fish and Chips. The shop also features Wings and Things, Bean Soup and natural food products. Over the last year, the Nation of Islam has opened a Temple and a retail food store in the Oak Park business district. All of the establishments are located along 35th Street, between Fourth and Fifth Avenue.



In keeping with the teaching of The Honorable Elijah Muhammad, the Shabaaz Bake Shop is immaculate. The food is prepared with time in mind and service is reasonably quick. In addition to the quick and friendly service, the shop features low cost, high protein meals, which are reasonably priced to fit most pocketbooks. In these times of inflated prices, a satisfying noon-day meal can be purchased from the Bake Shop for under one-dollar.

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The Sacramento Observer

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THE OBSERVER will not assume responsibility for more than one week's incorrect insertion and reserves the right to make correction in the next issue. Liability for errors will not exceed the cost of space occupied by such error. All FINDER Classified Advertisements should be checked by the advertiser the first week of publication.

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Merchandise 500
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Automotive 600
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Mobile Homes 640
Motorcycles 660
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Announcements 100

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PART 2 OF 2 PARTS

A LOOK AT CHILD ABUSE

BY MICHAEL CORBETT
Observer Correspondent

While child abuse has not reached epidemic proportions, one is no less horrified to see just one maltreated child. But what causes a parent to injure his or her own flesh and blood? Who do some parents persistently beat, batter and neglect their children?

Certainly the answers to these questions are not easy to come by, and by no means is there a single reason for all child abuse. On the contrary, the factors and causes are many, varying considerably depending on the particular situation of the family involved.

For example, step-children run a higher rish of being physically abused than natural children regardless of social or economic class. And it apparently is of no significance as to whether the step-parent administering the abuse is male or female. Nor is there a discernible difference in the frequency of abuse based on the sex of the child. In a word, mothers and fathers batter and neglect their children, and sons and daughters suffer equally from abuse.

As to causes, there is mounting evidence that child abuse produces, or at least tends to, child abuse. For among the confirmed cases of child abuse there are significantly large numbers of parents who were themselves the victims of child abuse and neglect. Of further significance is the fact that many child abusers have a history of mental illness and institutionalization.

Alcoholic parents are another group that appears to have a tendency to engage in child abuse, though this is not to say that alcoholism has any direct or indirect correlation with child abuse. For while there may well be significant numbers of alcoholic child abusers, there is ample evidence to support the contention that the individual incident of child abuse is likely to be an explosive reaction rather than a contrived effort.

However, not being in complete control of ones' faculties, as is the case with intoxication, may well be conducive to a parent's abuse of his or her child.

As an aside, it is interesting to note that while there may be several children in a household, it is not uncommon to find one child is the recipient of the abuse. And, again, the step-child is, unfortunately, too often a prime target.

Fortunately, however, child abuse and neglect are not just another social phenomenon that this society is willing to disregard. Child abuse legislation has been enacted in almost every state - this may account for what appears to be a sharp increase in child abuse - making it mandatory for hospitals and physicians to report cases of child abuse to the appropriate legal authorities.

The purpose of such laws is to protect the victim, the fore-

(Continued on Page C-2)

PRESENTATION

Presidents of the different chapters of the Society of California Caretaker's Organization, Inc. (SOCCO) look over information which was to be presented before the State Department of Social Welfare last week in Sacramento. The presentation by the presidents, who represented SOCCO chapters throughout the state, was to voice complaints of members regarding new boarding home care licensing procedures. The new State requirements could cause a number of home-care operators to cease operating. Welfare recipients living in homes who's owners fail to meet requirements by December 1st, would have their grants cut by 25 to 30 per cent per month, according to SOCCO members. Shown here are, left to right, Bessie Leach of San Jose; Marteal Perry of Santa Rosa; Ovarie Smith of Los Angeles; Rhoda Pearson, State President of San Francisco; and Johnnie Pratt also of San Francisco. (Other photos on Page C-2).

The Sacramento Observer SECTION C
SOCIAL WHIRL
SEPTEMBER 13-19, 1973

Dr. Clark To Address Women's Seminar

Dr. Leadie Clark, Assistant Superintendent of Instruction for the Los Rios Community College District, will address a Seminar on Women on Sept. 27, at the Woodlake Inn. The seminar, entitled "Today's Woman," will begin at 7:30 that evening.

The seminar which is sponsored by Weinstock's will feature outstanding professional women of achievement, on a national and local level.

DR. LEADIE CLARK

Prior to moving to Sacramento, Dr. Clark was deeply involved in the Los Angeles Community College District. She was president of the Los Angeles Southwest College after serving as Dean of Instruction and Dean of the College. She was also Supervisor of Adult Programs in the area.

Her teaching experience as an Instructor in English includes East Los Angeles College, The Agricultural and Technical College of North Carolina and Clark College in Atlanta, Georgia.

Dr. Clark's professional affiliations are: Board of Directors of Central Valley Children's Home Society and Advisory Committee on Accreditation and Institutional Eligibility of the Office of Education, HEW. She is a past member of the EOPS Advisory Committee mandated by SB 164, and Executive Board of the Los Angeles Council, Girl Scouts of America.

Dr. Clark was born in Cairo, Illinois. She obtained her A.B. degree at the University of Illinois with a major in English and French, then continued her education at the University until she received her M.A. and Ph.D. in English.

Other speakers accompanying Dr. Clark will be Sylvia Chase, CBS news reporter and the recently appointed Chairwoman of the Sacramento Community Commission For Women.

Proceeds from the seminar will go to the Commission. Anyone wishing ticket information may call the YMCA Phone number 442-4741.

Inside The Whirl

New Director
Loren Mitchell was recently appointed Chairman to the Legal Aid Society.....C-2

Concert
Local residents enjoy a 'Concert In The Park at C.K. McClatchy park.....C-3

Who's I.Q.?
Professor says Black/White I.Q. controversy is irrelevant C-5

REPRESENTATIVES

Members of the Society of California Caretakers' Organization, Inc., (SOCCO), pause long enough for OBSERVER Photographer, Jack Gibbs, to record their visit to Sacramento last week. The group of representatives converged on the Capitol City to attend a meeting with the State Department of Social Welfare. The purpose of their visit, was to voice their disagreement with the new home care license procedures. This group, shown here, includes representatives from Los Angeles, San Francisco, San Jose and Santa Rosa.

Young, Battered & Black-

A Look At Child Abuse...

(Continued from Page C-1)

most concern of legal authorities. For under no circumstances is it desirable for the recurring victim of child abuse to languish in such a home situation. However, some authorities, in their zeal to remove the endangered child from a hostile home environment have tended to develop and over-dependence on foster homes as an alternative. And while the child may enjoy the security of not fearing for his health and safety, far too many foster home arrangements are temporary at best.

In Redondo Beach, California, the very perpetrators of child abuse - the parents - have formed a rather unique organization, hoping to solve their own problems. The organization-Parents Anonymous-has attracted national attention as a result of its members simply identifying themselves as what they are - child abusers.

Parents Anonymous takes the peer approach to the problem, focusing its attention on rap sessions and recounting passed experience. The goal of this approach is to help the parent discover why he or she is a child abuser, the ultimate goal being to halt the practice as a result of greater self enlightment.

But there are not enough such organizations, and legal authorities cannot sit idly by and wait for some parents to cease abusing their children. To this end, the Child Abuse Prevention Act of 1973 (Senate Bill 1191), is currently being given consideration in Washington, or at least it will be when Congress reconvenes.

The purpose of this bill, which has passed the Senate and is waiting House action, is multi-frontal in its approach to the problem. However, its key components call for the establishment of a national center on child abuse and neglect, and provides monies for investigation and the development of model programs for addressing the problem.

But, unfortunately, all the laws imaginable cannot guarantee that child abuse will become past history. Nor do we have any assurances that such laws will be adequately enforced (drug abuse is against the law and witness its proliferation).

However, it is incumbent upon us - John Doe and Jane Doe - to share the burden of bringing the heinous practice of child abuse to an end. After all, child abuse among Blacks - possible inflated statistics notwithstanding - is certainly a problem that demands attention. It also demands that Black researchers delve into his heinous practice if we are to better understand its intricacies.

But even more importantly, each and every one of us must do whatever we can, no matter how small or seemingly insignificant, to alleviate child abuse. Remember, indications are that child abuse produces child abuse!!! A possibility that is too ominous to be ignored.

Mitchell, New Legal Aid Director

Loren Mitchell, Executive Director of the Legal Aid Society ox Sacramento County, and a member of the Welfare Advisory Committee since its reorganization in 1971, has been elected the new chairman.

Mitchell replaces Mrs. Judith Bramson who resigned as chairman but remains a member of the Committee. The Welfare Advisory Committee composed of 18 members, is appointed by the Board of Supervisors to advise on county welfare matters.

Mitchell is a member of the State Bar of California and Sacramento County Bar Association. He has served as Executive Director of the Legal Aid Society here since September of 1971. Previously, he was Managing Attorney in the Legal Aid Society of Metropolitan Denver, and held a similar position in Alameda County. He was Staff Attorney, subsequently Deputy Director, and then Acting Director for the Legal Aid Society of Des Moines, Iowa.

His education includes a BA in political science from Drake University and an LL. B from Stanford Law School in 1967.

Mitchell is married with two children.

HUBERT HUMPHREY TO SPEAK AT DYMALLY DINNER

United States Senator Hubert H. Humphrey will be the guest speaker at a major dinner honoring California State Senator Mervyn Dymally.

The $125 per person dinner has been scheduled for October 7th, 6:30 p.m., in the International Ballroom of the Beverly Hilton Hotel, 9876 Wilshire Blvd., Beverly Hills.

Dymally, chairman of the Senate Majority Caucus is a prominently mentioned contender for next year's Democratic nomination for Lt. Governor.

Ken Britton, YWCA'S New Dance Instructor

The Sacramento YWCA announced this week that local Carribbean Dance Instructor, Ken Britton will be one of the main attractions in the YWCA sponsored fall program. Britton's dance class will be held on Sept. 27, from 7 to 8 p.m., in the Y's building at 17th and L Streets.

Immediately following that class Britton will conduct one on the steel drum.

Britton who is going into his second season as instructor with the YWCA has just returned with his dance troupe from a tour of the states. The tour was basically an extension of his national YWCA involvement. During that tour Britton stopped in 5 cities located in 5 different states. Four of those programs were Y sponsored.

Other programs being offered by the YMCA this fall include classes in ballet, greek dancing, Indian basket weaving, household repair, belly dancing and the art of self defense.

Groups such as Pasatiempo, for the more mature member, and YW women which offers something for everyone is also a part of the continuing activities of the Y.

One YW Women's group will hold its next regular meeting at the American Legion School located at 3814 4th Avenue.

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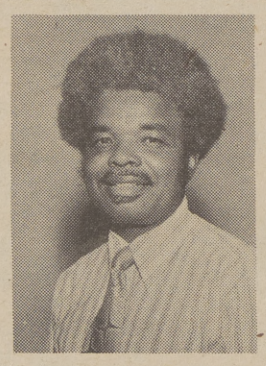

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LOCAL RESIDENTS ENJOY 'A CONCERT IN THE PARK'

This group of mothers were in attendance at the concert given in McClatchy Park last week. The children of this group composed of the band, which played at the Oak Park sponsored program.

Shown here is Miss Laurea Dixon as she enjoyed the sounds of the Black Snow Soul Band in McClatchy Park last week. The concert was given by the Oak Park Council, and included over eight hours of musical entertainment.

The Black Snows were one of the soul groups that played at the Oak Park Neighborhood Council's "Concert in The Park." The event took place last week in McClatchy Park.

Dressed for the occasion in African fashions, Bar Bara Hogan, Dee Dee Jennings and Jamie Lawrence, left to right, relax in McClatchy Park. The event was the "Concert in The Park Day," given by the Oak Park Council.

Local news reporter, Bertha Gorman, and her friend, Evelyn Austin, fun-around during the soul concert given in the park last week by the Oak Park Council. McClatchy Park was the spot and over 13 soul groups played during the event.

Oak Park Neighborhood Council representative, Eddie Grant, right, oversees the concert given by the Council in McClatchy Park last week. Seated with Grant are Hurcules McFalls and Sonja Hicks, who were both instrumental in bringing off the affair. Both Hurcules and Ms. Hicks are members of the council.

MINORITY WOMEN URGED TO MORE ACTIVE

WASHINGTON - Minority women must be more actively involved in the women's movement and in greater numbers, Carmen R. Maymi, director of the Women's Bureau, said recently.

The Labor Department official said the movement must become more sensitive and committed to the problems of dual discrimination - based on both sex and racial or ethnic background.

Speaking at the Feminist Fair, held in Washington, D. C. she noted that "today's movement brings a tradition and a history of attempts by courageous women to change conditions that oppressed women."

Ms. Maymi, a native of Puerto Rico, noted that minority women have been slow to join the movement because "we felt our primary concern should be equality for our race or ethnic group."

Minority women are still the most disadvantaged, the lowest paid, and the most likely to be unemployed, she said, even when minorities as a whole make gains.

She urged greater participation of all minority women in working for equal rights. Opportunities just don't happen, we must work to achieve them, she explained.

Ms. Maymi said women of minority groups cannot leave all the decisions to majority women. "We must assert rights and assume responsibilities in a spirit of independence linked with brotherhood and sisterhood," she said.

Ms. Maymi noted that in addition to eliminating sex and race discrimination, women need other opportunities, including:

- More and better training for better-paying jobs, including instruction in the English language if needed;
- Career counseling and revised testing procedures;
- Development of career ladders to allow for upward mobility;
- Increased awareness of jobs, especially in the "nontraditional" occupations, and
- Increased outreach efforts by community groups to reach minority women to provide information about jobs, training and other services.

THE MOST BEAUTIFUL BLACK WOMAN IN THE WORLD?

Is Zeudi Araya the most beautiful Black woman in the world?

"Yes!" say the editors of Players magazine who have selected her as cover girl for the premier issue scheduled to make its debut on the stands October 9th.

"We expect a lot of controversy," says editor Wanda Coleman. "Almost everybody has a selection of their own and we might develop this into an international contest."

Zeudi Araya is a 21-year-old beauty, who won the Miss Ethopis title in 1969. Her reward, a trip to Italy, led to a single movie role that made her a superstar overnight. The film was, "The Girl With the Moonlight Skin." Zeudi is now the hottest property in Italy. Her new film, "The Black Wife," is soon to be released. She is being considered for a role in the epic production of Kyle Onstott's "Mandingo," with Peter O'Toole.

Also in the first issue of Players, is an interview of Richard Roundtree, fiction by Chris Wyse and Odie Hawkins, a pictorial feature on Hustlers' cars, articles on Scoring (Huey Newton), Red China, (Earl Ofari), and Money Making Blacks in Europe (Ollie Stewart).

ZEUDI ARAYA

Sex Bias Bill Wins In Assembly

The Assembly Education Committee this week, approved legislation aimed at ending sex discrimination against girls in athletic programs of California's high schools and colleges.

The bills, by Sen. Mervyn M. Dymally, (D-Los Angeles), are designed to grant equal financing of physical education programs for men and women at high schools and state colleges.

"In some cases the girls' program is financed by bake sales and hotdog sales at football games while the men's program is funded generously out of the school's general budget," Dymally has said.

"Programs could be different for boys and for girls," under his bills, Dymally said, "But no longer could a school spend $40,000 on its football programs and $1,000 on its interscholastic girls' gymnastic program."

The bill on high schools advanced to the Assembly floor on an 11-0 vote. The state colleges bill was sent to the Ways and Means Committee.

Chain Letters Are On The Move Again

by CLEORA BRADLEY
Observer Staff Writer

If you are one of those people whose eyes flash fire and whose teeth grind at the thought of receiving the "you better not break this" chain letter, beware, they are on the move again.

For those of you who don't know about chain letters, they have been around for nearly a hundred years. It is said that they come in two basic types. The most prevalent, and the least legal, are those which ask the receiver for mony. And which promise of financial returns on that money which cannot possibly happen. As I said, these are illegal.

But the chain letter which seemingly always travels the Black Communities of America, is the "Prayer" or "Good Luck" variety. Although, these are the least harmless, they too, are illegal. Even though money is not solicited, the fact that they carry a threat regarding what will happen to one who fails to send the letter on to someone else makes them unacceptable in the eyes of the law enforcement agencies.

One such chain letter brought to our attention, reads as follows: "Trust in the Lord with all your heart and knowledge and He will light your way." Harmless? Yes.

However, the letter then goes on to say that anyone failing to send a similar letter on to at least 20 friends or relatives will be visited by the worst kind of bad luck. Often, as in this case, a couple of examples are given which would indicate what is meant by "bad luck." They often include death or the loss of fortune.

This particular letter closes with 19 names of other people who have already received a similar letter. Those names include one or two nationally known people as well as individuals of the local black neighborhoods.

Through discussion with citizens who have at one time or other been the recipients of chain letters, we found that people respond to them in various ways. Some people think nothing of them. They simply start thinking about the many friends and relatives that the letter should be sent to. Often this person is confident that good luck will follow his or her action by a few days. They are also sure that each friend that they send a letter to will get their share of good luck also.

Another type of chain letter recipient is the person who has nothing good at all to say about the practice. He or she will not under any circumstances contribute to the continued circulation of the letter. And although such people claim not to be superstitious, their obvious concern over having broken the chain would indicate otherwise.

Often the person receiving the chain letter is very superstitious. In the ghetto area it could be a welfare mother with several children, or an elderly person receiving Social Security or just one whose income does not permit room for frivolous or unnecessary expenses. And chain letters are often an expense. They include postage and payment for making copies. Twenty copies, for example, at 10¢ per copy, plus postage can hurt the budget of people living on limited income.

As to what to do when you receive this type of letter, let me recommend that a chat with your minister might be in order. You may find his advice to be very helpful. It is our feeling however that prayers and blessings have a great deal more value for the sender and recipient when sent directly through God rather than by way of the local post office.

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Miss Hazel Gordy To Wed Jermaine Jackson

Berry Gordy of Bel Air and Mrs. Thelma Gordy of Beverly Hills, announce the engagement of their daughter, Miss Hazel Joy Gordy, to Jermaine LaJuane Jackson, son of Mr. and Mrs. Joseph Jackson of Encino.

Miss Gordy was graduated from Beverly Hills High School and attended Pepperdine College. She is the granddaughter of Mr. and Mrs. Robert Coleman of Los Angeles, and of Mr. and Mrs. Berry Gordy, Sr. of Beverly Hills.

The bride-to-be's father is Chairman of the Board and President of Motown Industries, the international entertainment complex.

Jackson was graduated from Birmingham High School, and is a lead singer-bass guitarist with the world-famous Jackson Five. His grandparents are Mr. and Mrs. Samuel Jackson of Phoenix, Arizona, and Mrs. Martha Bridget of Hurtsboro, Alabama and Prince Scruse of East Chicago, Indiana.

A December wedding is planned in Beverly Hills with a reception to follow.

MISS HAZEL JOY GORDY

Mr. Berry Gordy of Bel Air and Mrs. Thelma Gordy of Beverly Hills, have announced the engagement of their daughter, Miss Hazel Joy Gordy, to Jermaine LaJuane Jackson, son of Mr. and Mrs. Joseph Jackson of Encion. A December wedding is planned in Beverly Hills with a reception to follow.

NEW DANCE INSTRUCTOR

Ken Britton, shown at left, puts his dance group through their paces. Britton is beginning his second year as Caribbean Dance Instructor with the YWCA. His fall class will begin on September 27th. The session will run from 7 to 8 p.m. At the center is Mrs. Britton, who sometimes sings with the dance group. Mrs. Britton also has a class at the Y in Caribbean cooking. This photo was taken this summer during a tour of the states made by the group. For additional information about the Brittons classes, one may consult the YWCA at 17th and L Streets.

Controversy Over Black-White I.Q. Irrelevant

The controversy over differences in IQ test scores between blacks and whites, is irrelevant, and psychologists should focus their attention on human individuality and the experiences that are really important in shaping personality.

This is what Edwin Ghiselli, professor emeritus of psychology at Berkeley and a specialist in industrial psychology, told members of the American Psychological Association meeting in Montreal last month.

"If some test scores seem to show a slight statistical association between race and IQ, there must be another variable -- perhaps feelings of inadequacy -- that makes the major difference," he pointed out.

Ghiselli was one of three recipients of the American Psychological Association's 1972 Distinguished Scientific Contribution Award and an invited speaker at the first day of the annual meeting.

"Are we behaving as scientists when we gather people as groups on the basis of superficial body characteristics like race or sex?" he asked.

Research should be focused, Ghiselli suggested, on the difficult task of assessing influences that mold each individual's behavior, including the effects of roles that have been thrust on people, the accumulation of various kinds of aggressions an individual has been subjected to, and the kinds of cultural deprivations that are in his or her background.

Ghiselli also criticized the categorizing of people by whether or not they have Spanish surnames, which he described as "a currently popular game in the far west and southwest."

He used as an example his youngest granddaughter. "Just on the basis of her name an earnest investigator would without any qualms classify her as a child of Latin descent."

He pointed out that her ancestry is English, Lithuanian, Polish, and also to a lesser degree German, Portuguese, Italian, and Swiss.

People should not be "put into boxes" for research purposes Ghiselli said.

"Someone decides to measure differences between tall people and short people, and the first thing that happens is that they have to be categorized as either tall or short instead of seen as being on a continuum," he explained.

He suggested that systematic investigations of individuality, might turn up valuable findings.

"People could be arranged along a continuum according to the degree of their individuality, because some people are very much like a lot of other people and some aren't," he said.

"There is nothing odd or peculiar about the property of individuality which makes it elusive or especially difficult to deal with from a research standpoint," he added.

He cited his own studies on the effectiveness of the Italian civil service system. He found that the more individualistic a manager was the more highly his work was regarded by his superiors.

"This was in an institution noted for its inflexibility and strict adherence to rules and regulations," he pointed out.

He noted that there is more to be gained from studying a person's individuality than from studying "what he has in common with others who are placed with him in a contrived category that is presumed to make distinctions among people."

His talk ended with a quote from the Talmud: "The greatness of God is infinite; for while with one die man impresses many coins and they are all alike, the King of Kings, the Holy One -- blessed Be He -- with one die He impresses the same image on all men, yet not one of them is like his comrades."

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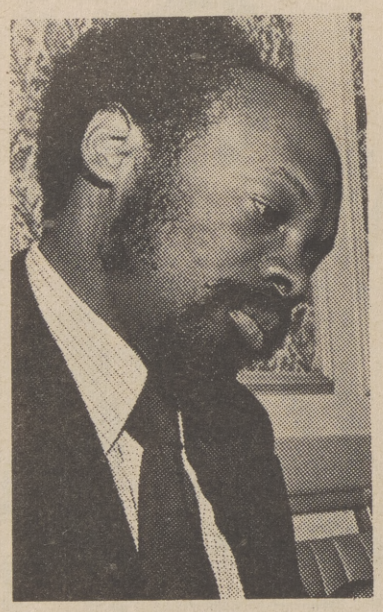
BROWN URGES SUPPORT OF HEALTH ISSUES

SAN FRANCISCO - Willie L. Brown, Jr., (D-San Francisco), urged San Franciscans to realize that our health is affected not only by proper medical treatment but also by our entire life style and our total environment.

Speaking last Saturday, at the Health Fair sponsored by the Western Addition Health Committee, Brown noted that city dwellers must be concerned with such "health issues" as limiting freeway expansion through cities, developing parks, encouraging industrial safety, and improving housing and nutrition.

"With over 19,000 San Franciscans living in rental units, with substandard plumbing, we must be concerned about improving our housing if we are concerned about our health. With air pollutants saturating the inner cities at levels up to five times greater than in the suburbs, we must be concerned about providing alternatives to automobile use and freeway expansion if we are concerned about our health. With at least 100,000 workers dying every year from occupational caused diseases, we must be concerned about industrial safety if we are concerned about our health," Brown said.

Brown, who is also Chairman of the Assembly Ways and Means Committee, noted that he is sponsoring several major pieces of legislation to improve the health of all Californians.



WILLIE BROWN

The San Francisco Assemblyman also gave his heartiest congratulations to the Western Addition Health Committee for the extensive work they are doing to treat and educate the community. Through their efforts among some 37 city, state and national agencies and organizations concerned about health are participating in the fair. Free screening tests provided include blood pressure, tuberculosis, venereal disease, vision, podiatry, pulmonary function, sickle cell anemia, glaucoma and various serologies.

The fair was held Saturday and Sunday, September 8 and 9, from 10 a.m. to 4 p.m., at the District Health Center #2, 1301 Pierce Street, San Francisco.

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Delta Women Make Strong Demands On Community

WASHINGTON, D. C. - "We are making demands on the Corporate Community, the controling community to give us our space," stated Mrs. Lillian P. Benbow, National President of Delta Sigma Theta, Inc., in her first message to the more than 65,000 members of this public service organization following their 32nd National Convention held last month in Atlanta, Georgia, where a record number of 5,000 delegates attended.

"And we are adequate to filling it," she continued. She went on to explain that the organization is in the process of establishing a computerized data resource bank of Delta women which it is making available to private corporations and governmental agencies. A parallel capability is being established which identifies those corporations which are uncooperative and discriminatory in their employment practices.

Mrs. Benbow, speaking through the Delta newsletter, a monthly publication of the organization added, "We shall withdraw the membership's buying power, individually and collectively from those entities. That is a capability we have and we shall use it!"

"This is not a campaign to be waged during some specified and limited period; this is simply a matter of policy for Delta membership. We can no longer justify spending our money with those who would deny us access to the means by which to obtain buying power. And this is not a means by which we're trying to change the system - this represents creating a system - there is presently no system for the poor - there is no system for Blacks, for Indians, for Latinos."

"We're talking about creating a system wherein Black people and other minorities can operate and exert influence within it. We shall demand that Delta Sigma Theta, comprised of professionally trained women, be notified of job openings for dissemination to its membership. And once securing those jobs, the membership shall hold itself accountable to affecting changes supportive of non-professional Blacks."

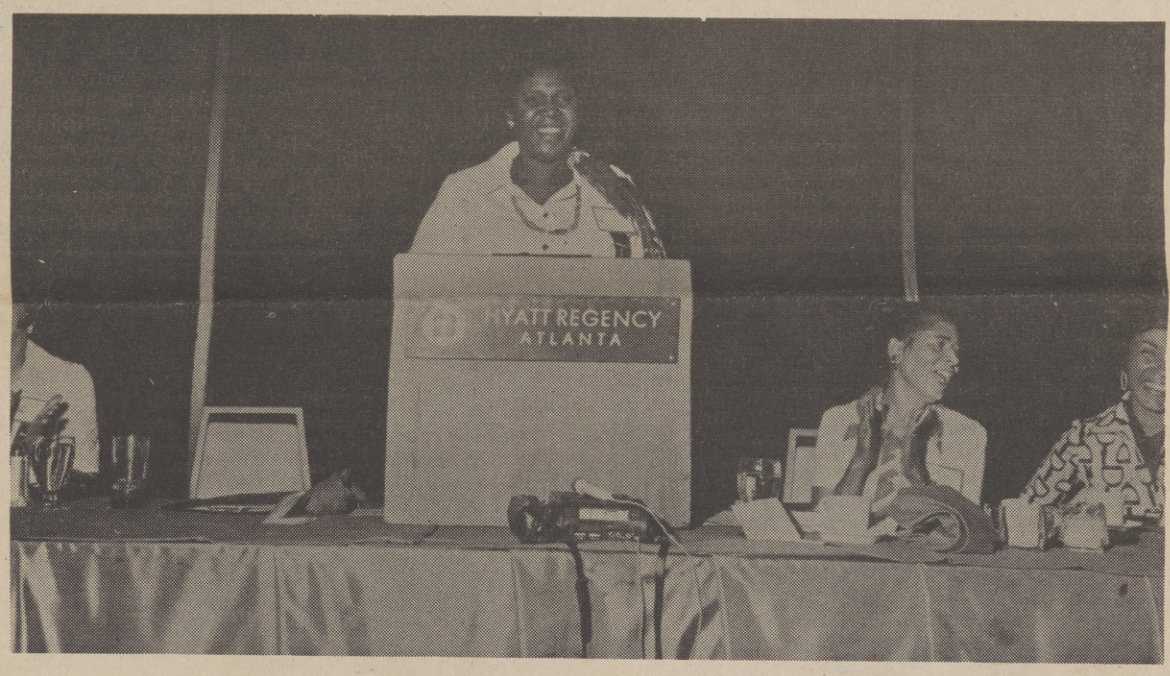
"Just as we shall bring sanctions against the corporate marketplace, so must we be prepared to take ourselves to task if we forget our ultimate aim - the elimination of economic deprivation of our people. We are the catalysts, the conduits. Seeing a 'light at the end of the tunnel' is not enough - we must shorten the tunnel! And so we are beginning our count down - counting the number of Deltas securing jobs as a result of the Career Development Institute and then how many breakthroughs Deltas secure for less trained brothers and sisters."

The Career Development Institute to which Mrs. Benbow referred took place at the Convention where 80 major corporations interviewed the delegates and discussed with them individually, employment opportunities in their firms.

Among the keynote and guest speakers at the Convention were the Hon. Barbara Jordan (D-Texas), who is a Delta; the Hon. Frankie M. Freeman, U.S. Civil Rights Commissioner who is the Immediate Past National President of Delta; the Hon. Benjamin Hooks, FCC Commissioner; the Hon. Julian Bond, Georgia State Legislature; the Hon. Maynard Jackson, Vice Mayor of Atlanta; Mrs. Coretta King, President, Martin Luther King, Jr., Foundation and a host of other distinguished persons who participated on panels and in workshops. Mrs. LaDonna Harris, for her contributions in the area of human rights, received Delta's highest award, The Mary Church Terrell Award and four nationally prominent women were inducted into Honorary Membership - Miss Ruby Dee, actress; Miss Nikki Giovanni, poet; Miss Ethel Payne, journalist-commentator and Miss Unita Blackwell, civil rights worker in Mississippi.

"Delta Women-Breaking New Ground," was the theme of the Convention as the members celebrated sixty years of public service. However, the program which has resulted from the Convention indicates that the "new ground" which Delta women are determined to break will reverberate throughout the nation and impact positively on the lives of Blacks and other poor people in general and minority women in particular.

Four of the eight living founders of Delta Sigma Theta were present at their 32nd National Convention. Pictured left to right, are, Winnona Cargile Alexander of Florida; Bertha Pitts Campbell, Seattle, Washington; Zephyr Chishom Carter, Los Angeles, California; and Osceola Adams of New York City.



The Honorable Barbara Jordan, past finance committee chairman of Delta Sigma Theta addressed one of the luncheons whose overflow crowd had to view her on video tape.

The Hon. Benjamin Hooks, FCC Commissioner, center, was the guest speaker at one of the Delta luncheons during which Mrs. Coretta King, right, was presented half of a five thousand dollar fellowship to the Martin Luther King, Jr., Center for change from Delta Sigma Theta, presented by National President, Lillian P. Benbow, left.

Miss Ruby Dee, Actress, who was initiated into Honorary Membership at Delta Sigma Theta's 32nd National Convention is pictured giving a poetry reading in the tribute to black women she made at one of the plenary sessions.

Lillian P. Benbow, National President of Delta Sigma Theta presents the organization's highest award, The Mary Church Terrell Award, to Mrs. LaDonna Harris for her contributions in the area of human rights.

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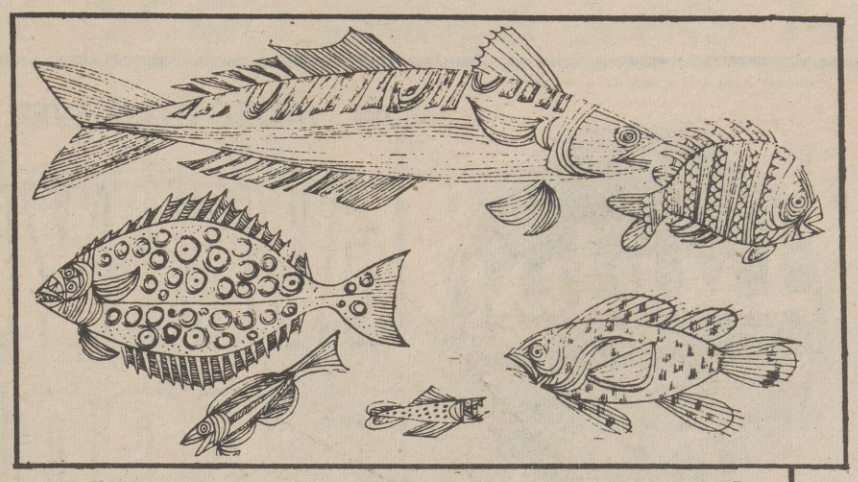
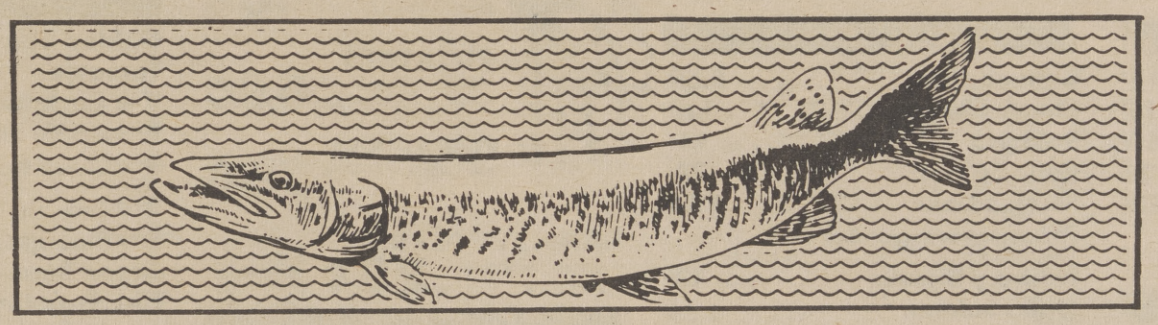
SEPTEMBER 13-19, 1973





EVERYTHING YOU WANTED TO KNOW ABOUT FISH

.....BUT NEVER KNEW WHAT TO ASK

That gift from the sea, fresh fish, is good not only for Lent, but for all the days of the year when you want a change from meat. THE OBSERVER suggests you try our recipes if you like fish-with-a-difference.

Seafoods provide a variety of nutritive factors. Rich in protein and, in some instances, in minerals and vitamins, they are a valuable addition to the diet, especially of the calorie-conscious person. The composition and food value of seafoods vary according to the species and the locality where they are caught.

In selecting fresh fish, observe these points:

Eyes: Should be clean, clear, bright, full, and bulging. Redness is not an indication of spoilage - the eyes may have been bruised when the fish was caught or in packing.

Gills: Reddish-pink, free from odor, slime, and discoloration.

Scales: Should have a characteristic sheen, adhere tightly to the skin, without slime.

(Continued on Page F-3)

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Deluxe Bread	HARVEST DAY White or Wheat Regular or Sandwich 24 oz. loaf	39¢
Granola Cereal	Vita Crunch with Dates, with Almonds or with Raisins 16 oz. pkg.	55¢
Graham Crackers	FIRESIDE 16 oz. pkg.	32¢
Gold Medal Flour	All Purpose 5 lb. bag	89¢
Hi-Ho Crackers	SUNSHINE 16 oz. pkg.	39¢
Breakfast Squares	GENERAL MILLS Chocolate, Butter Pecan or Cinnamon 4's 12 oz. pkg.	79¢
Blueberry Muffin Mix	BETTY CROCKER 13½ oz. pkg.	57¢
Stuffing Mix	STOVE TOP Chicken Flavor 6 oz. pkg.	46¢

CONDIMENTS & PRESERVES

Catsup	HARVEST DAY 18 oz. bottle	27¢
Mayonnaise	BEST FOODS 32 oz. jar	89¢
Salad Dressing	KRAFT 1000 Island Regular 16 oz. bottle	71¢
Dill Pickles	DEL MONTE Kosher Halves 22 oz. jar	47¢
Barbecue Sauce	KRAFT Regular or Hickory or Hot 18 oz. bottle	39¢
Log Cabin Syrup	Maple Blend 3 oz. bottle	1.07

DAIRY PRODUCTS

Lady Lee Eggs	GRADE AA — Dozen Carton: Extra Large 86¢ Large 82¢ Medium	74¢
Nucoa Margarine	1 lb. pkg.	42¢
Soft Margarine	FLEISCHMANN'S Pkg. of 2 8 oz. tubs	53¢
Ice Cream	LADY LEE Assorted Flavors ½ gallon	85¢
Cheese Spread	LADY LEE Processed 2 lb. loaf	1.15
Coffee Creamer	LADY LEE 16 oz. jar	68¢

PAPER PRODUCTS

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Bathroom Tissue	ZEE Single Ply Assorted Colors 650 sheet roll pkg. of 4	42¢
Paper Napkins	COLORTEX, Assorted Colors pkg. of 60	13¢
Sandwich Bags	GLAD pkg. of 150	52¢
Hefty Bags	Lawn Clean Up 33" x 48" pkg. of 10	1.29
Ziploc Bags	Handi-Wrap Gallon Size 20 ct. pkg.	53¢

KLEENEX PAPER TOWELS
Designer 120 sheet roll — 35¢

COFFEE & TEA

MAXWELL HOUSE COFFEE
Regular or Electra Perk Grind 2 lb. can — 1.85

Instant Coffee	MAXWELL HOUSE 10 oz. jar	1.45
Yuban Coffee	Regular or Electra-matic Grind (Regular Grind 1 lb. can 1.13) 2 lb. can	2.08
Maxim	Freeze Dried Coffee 8 oz. jar	1.92
Brim	Freeze Dried Coffee (4 oz. jar 1.28) (Key Buy) 8 oz. jar	2.09
Sanka	Freeze Dried Coffee 8 oz. jar	2.09
Harvest Day Coffee	Regular or Electric Perk Grind (3 lb. can 2.53) (1 lb. can 88¢) 2 lb. can	1.69
Instant Coffee	YUBAN 8 oz. jar	1.35
Iced Tea Mix	NESTEA with Lemon and Sugar 12 oz. jar	59¢

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Low Suds 9 lb. 13 oz. pkg. — 2.35

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Fabric Softener	LADY LEE — Dilute gal. plastic	76¢
Liquid Detergent	LADY LEE — Green 32 oz. plastic	49¢
Detergent	LADY LEE — No Enzymes 49 oz. pkg.	53¢
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Canned Ham	CUDAHY BAR-S 4 lb. tin	5.59
Chunk Cheese	LADY LEE Mild Cheddar Random Weight lb.	1.19
Bologna	OSCAR MAYER All Meat, Sliced 8 oz. pkg.	81¢
Cotto Salami	OSCAR MAYER Sliced 8 oz. pkg.	97¢
Smokie Links	OSCAR MAYER 12 oz. pkg.	1.39
Braunschweiger Spread	OSCAR MAYER 8 oz. tube	71¢
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Fish Sticks	GORTON'S 16's 14 oz. pkg.	91¢
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Flav-R-Pac Vegetables	Cut Corn — In Poly Bag 20 oz. pkg.	44¢

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Bourbon Deluxe	Straight Kentucky Whiskey	5th	3.99
		Qt.	4.99
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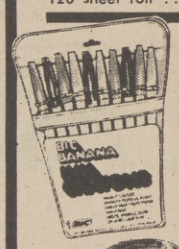
Golden Corn	LADY LEE Whole Kernel Cream Style (17 oz. can) 16 oz. can	21¢
Tomatoes	HARVEST DAY 28 oz. can	28¢
V-8 Cocktail	Vegetable Juice 46 oz. can	52¢
Apple Juice Drink	MOTT'S 32 oz. bottle	33¢
Oven Baked Beans	S & W With Pork (16 oz. can 26¢) 28 oz. can	42¢
Tomato Paste	HUNT'S 6 oz. can	18¢
Pineapple Juice	DOLE 12 oz. can	13¢
Green Beans	DEL MONTE 16 oz. can	27¢
Hi-C Fruit Drinks	Assorted Flavors 46 oz. can	35¢
Applesauce	HARVEST DAY 16 oz. can	19¢
Fruit Cocktail	DEL MONTE 17 oz. can	30¢
Bartlett Pears	MEDFORD Sliced in Heavy Syrup 29 oz. can	43¢
Pork & Beans	VAN CAMP'S 16 oz. can	21¢
Lemon Juice	REALEMON Reconstituted 24 oz. bottle	59¢
Cranberry Sauce	OCEAN SPRAY, Jellied or Whole 16 oz. can	29¢

FISH & MEATS

Minced Clams	GORTON'S 6½ oz. cans	37¢
Chunk Tuna	CHICKEN OF THE SEA Light 9¼ oz. cans	75¢
Sardines	ADMIRAL MAINE in Soy Bean Oil 4 oz. can	24¢
Chili Beans	RIVIERA Western Style 40 oz. can	46¢
Spaghetti-O's	FRANCO AMERICAN 15 oz. can	21¢

OTHER ITEMS

Black Pepper	HARVEST DAY 4 oz. can	41¢
Tomato Soup	HARVEST DAY 10¾ oz. can	12¢
Book Matches	LADY LEE or HARVEST DAY pkg. of 50	16¢
Cider Vinegar	KERN'S qt. bottle	34¢
Dog Food	HI CLASS Nuggets 10 lb. bag	1.52
Jell-O Instant Pudding	Vanilla, Butterscotch or Lemon 3¾ oz., Chocolate or Chocolate Fudge 4½ oz. pkg.	16¢
Bosco	Milk Amplifier 22 oz. jar	62¢



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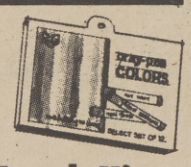

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Children's genuine THERMOS. With new 8 oz. ROUGHNECK vacuum bottle. Metal or vinyl, dome or flat. All decorated. ..... each — 2.28

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FILLER PAPER 3 Hole — 8½" x 11" College or Wide Rule ..... 100 ct. — 32¢

12" RULER Solid Heavy Duty Plastic, Fits Standard Size Ring Binders ..... each — 17¢

LENITA PANTY HOSE One Size Fits All — Nude or Regular, Beige, Cinnamon or Coffee. pair — 97¢

Snak Jar
Round, 5½ oz. Lunch box size. Insulated keeps snacks cold and crisp for hours. ..... each — 74¢

Everything You Wanted To Know About Fish...

(Continued from Page F-1)

Flesh: Should be firm and elastic and spring back under pressure of your finger. The flesh should not be separated from the bones.

Odor: Fish when it's fresh, has a clean, fresh odor, free from objectionable and stale smells.

Amounts to buy: A third to a half pound of fresh fish per serving. If you serve a whole small fish, choose one weighing a pound for one serving.

Fresh fish should be wrapped in moisture-proof, air - tight material or placed in a covered container and stored in the refrigerator immediately. If you intend to keep it for several days, freeze it in moisture-vapor-proof freezer paper or container. Properly wrapped and frozen, it will not spoil as long as it remains frozen solid. It should remain packaged and refrigerated while thawing. If you want to thaw it quickly, place it under cold running water.

Broiled Fish

1. Let frozen fish thaw completely before broiling. Wash fish in cold water; pat dry with paper towels.

2. Lightly brush broiler rack with salad oil; arrange fish on rack. Brush fish with one of basting sauces, below.

3. Broil 4 inches from heat, as directed in timetable, below, or until fish flakes easily when tested with fork but is still moist.

4. To serve: Remove fish to heated platter. Garnish with lemon wedges and parsley sprigs. Pass one of sauces * for fish, if desired.

*HERB BASTING SAUCE

Combine 2 tablespoons salad oil, 2 tablespoons lemon juice, 1/4 teaspoon paprika, and 1/4 teaspoon dried majoram, basil, or thyme leaves. Use to brush on fish several times during broiling.

*CURRIED BASTING SAUCE

Combine 2 tablespoons salad oil, 2 tablespoons lemon juice, and 1/4 teaspoon curry powder. Use to brush on fish several times during broiling.

*LEMONY BASTING SAUCE

Combine 3 tablespoons lemon juice with 1/8 teaspoon dry mustard, and 1 bay leaf, crumbled. Use to brush on fish several times during broiling.

FISH: APPROXIMATE BROILING TIME

FILLETS: 5 to 8 minutes on each side

STEAKS: 5 to 8 minutes on each side

DRESSED WHOLE: 5 minutes per lb. each side

SPLIT: 5 to 8 minutes on each side

Baked Stuffed Whole Fish

SAVORY STUFFING:
1 egg beaten
1/4 teaspoon dried thyme leaves
1/2 teaspoon dill seed
2 tablespoons chopped parsley
1/4 teaspoon salt
Dash pepper
1/2 cup butter or margarine, melted
3 tablespoons finely chopped onion
3 cups white-bread crumbs (day-old bread, grated)
1 (3-to-5 lb) whole fish, dressed and split (red snapper, bluefish, mackerel, whitefish, cod, haddock, striped bass, or similar fish)
Salt and pepper
2 tablespoons butter or margarine, melted
4 to 8 lemon wedges

1. Preheat oven to 500 degrees.

2. Make Savory Stuffing: Combine egg, thyme, dill seed, parsley, salt, and pepper in a large bowl; mix well.

3. In hot butter, saute onion until it is golden - about 5 minutes.

4. To seasonings, add onion-butter mixture, 2 tablespoons hot water, and bread crumbs, tossing lightly with a fork, to mix well.

5. Sprinkle inside of fish with salt and pepper. Place fish in large, shallow baking dish; stuff. Close opening with skewers or toothpicks.

. Brush top with melted butter, then bake, uncovered, 10 minutes.

7. Reduce heat to 400 degrees; bake 10 minutes per pound, or until fish flakes easily with fork. Serve with lemon wedges.

Salmon Timbales

1 can (5 oz.) deveined shrimp, drained
1/4 cup butter or margarine
1/4 cups unsifted flour
2 cups milk
2 cans (7-3/4-oz. size) salmon, drained
1 teaspoon salt
1/4 teaspoon pepper
2 eggs, slightly beaten
1 tablespoon sherry
1 tablespoon lemon juice
1/2 teaspoon paprika

1. Preheat oven to 350 degrees.

2. Lightly greast 4 (6-oz.) custard cups. Place 1 shrimp in center of each cup.

3. In medium saucepan, melt 2 tablespoons butter. Remove from heat.

4. Add 2 tablespoons flour, stirring until smooth. Gradually stir in 1/2 cup milk. Bring to boiling, stirring constantly. Remove from heat.

5. Flake salmon with fork. Add to milk mixture, with 1/2 teaspoons salt, the pepper, and eggs; mix well. Spoon salmon mixture over shrimp in each cup.

6. Set cups in pan containing 1 inch hot water; bake 35 minutes.

7. Meanwhile, make sauce: Melt rest of butter in medium saucepan.

8. Remove from heat. Add rest of flour, stirring until smooth. Gradually stir in rest of milk; bring to boiling, stirring constantly.

9. Reduce heat. Add sherry, lemon juice, paprika, and rest of salt.

10. Coarsely chp remaining shrimp. Add to sauce; stir, over low heat, until hot.

11. Unmold timbales onto warm platter. Top with some of sauce; pass rest of sauce.

TV Bean Bake Lets You Watch The Program, Too

It's not really fair, somehow, for the family to snuggle up to a wonderful, warm dinner in front of the television, enthralled by the latest goings on at the Waltons - and leave you in the kitchen to cook. That's why you'll love this lucious bean casserole, topped with fluffly, homemade dumplings.

It's so simple and easy to do when you start with a 2-can pack of Big John's Beans 'n Fixin's and add cheese, chili sauce and a pound of smoked, link sausage. The biscuits are a snap, too, with all-purpose baking mix, corn meal, green chiles and pimento.

A vegetable patch relish of young garden vegetables - zucchini slices, carrots, celery and cucumber sticks, cauliflowerettes, green peppers, and green onions - goes perfectly with the casserole. With help-yourself sundaes for dessert.

Then, to add a little country feeling to your table or TV trays, use a bright plaid cloth or place mats, bandana napkins, and mugs for milk. Pretty snappy . . . and, easy to do!

This menu's only one of ten created by the Hunt-Wesson Kitchens. They're all fast, easy and economical, and they're yours, free, in a booklet called, "10 Simple Dinners Made Elegant." Pick up your copy at the display in your supermarket, or write: Simple Dinners, P.O. Box 2170, Rock Island, Ill. 61206

TV BEAN BAKE

JOHN-BOY BEAN BAKE

1 (35-oz.) 2-can pack Hunt's Big John's Beans 'n Fixin's
1 cup cubed cheese
1/2 cup chili sauce
1 lb. smoked link sausage, quartered
1-1/2 cups all-purpose baking mix
1/4 cup yellow corn meal
1 tablespoon diced canned green chiles
2 teaspoons diced pimiento
1/2 cup water

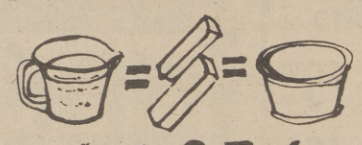
Combine first four ingredients in a 2-quart casserole and bake at 425 degrees 30 minutes. Combine remaining ingredients in a small mixing bowl. Blend well. Drop by spoonful in six mounds on a greased cookie sheet.

Bake last 20 minutes. To serve, spoon bean mixture into soup plates: top with dumplings. Makes 6 servings.

HOW TO MEASURE LIQUID MARGARINE

New Squeeze Parkay Liquid Margarine brings new ease to blending, frying, spreading, measuring and baking. It has the same measurement value as regular margarine or soft margarine, it's just easier to use!

One-half cup of liquid margarine is the same as one-half



cup of soft margarine or one-half cup (one stick) of regular margarine.

One cup of liquid margarine is the same as one tub (one-half pound) of soft margarine or two sticks of regular margarine.

One bottle of liquid margarine is two cups (same as four sticks or two tubs).

Freezer Beef Booklet Available

Thinking of buying carcass beef? If so, there are two University of California publications that can help.

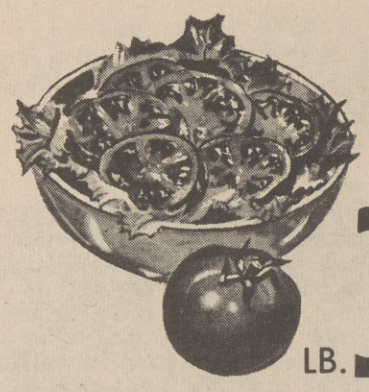
HXT 75 entitled "Freezer-Beef - How to Buy It," tells how to figure the amount of meat that may be expected from a carcass, or a half or a quarter of beef. It explains the wholesale cuts and how they are priced. It also tells about the retail cuts and how to use them.

OSA #261 "U.S.D.A. Yield Grades - An Aid to Purchasing Carcass Beef," explains the meaning of each of the U.S.D.A. grades of beef.

These publications are available from the Agricultural Extension Service, Room 3101, Federal Building, 650 Capitol Mall, Sacramento 95814.

CON-SUMER

TOMATOES



FLAVORFUL
VINE RIPE
LOCAL GROWN
SALAD SIZE

LB. 19¢

NEW STUDIO PRINTS
CORONET TOWELS
25¢
JUMBO ROLL

BUMBLE BEE BRAND
CHUNK TUNA
43¢
6½ OUNCE CAN

FOSTER FARMS
FRESH FRYERS
59¢ LB.
WHOLE BODY

READY TO EAT
WILSONS CAN HAM
$5.58
4 LB.
CERTIFIED

THE FRESHER THE BETTER WHEN IT COMES TO PRODUCE

LAKE COUNTY RIPE BARTLETT
SWEET PEARS 4 LBS. 99¢
FLAVORFUL DARK SKIN VARIETY

IDAHO PRUNES 4 LBS. 99¢
RICH SMOOTH TEXTURE

CASABA MELONS EA. 49¢
SWEET FAVORITE FLAVOR

HONEY DEW MELONS EA. 49¢
PERFECT FOR GOURMET RECIPES

LGE BUTTON MUSHROOMS 79¢ LB.
LONG GREEN AND BURPLESS

ENGLISH CUCUMBERS EA. 29¢
FRESH NEW FLAVORFUL CROP

OREGON TURNIPS LB. 19¢
FRESH NEW OREGON CROP

FLAVORFUL RUTABAGAS LB. 19¢
US NO. 1 GRADE IN CELLO BAG

OREGON RUSSETS 10 LBS. 69¢

HEAD & SHOULDERS SHAMPOO
YOUR CHOICE
4 OZ. TUBE
7 OZ. BOTTLE
EACH 99¢

MINUTE MAID FROZEN
LEMONADE
6-OZ. CAN 8 FOR $1

CARNATION CREAMER
COFFEE MATE
16 OZ. JAR 79¢

COFFEE GRINDS 2 LB. CAN MAXWELL HOUSE	$1.86
COFFEE GRINDS 2 LB. CAN YUBAN COFFEE	$1.96
INSTANT 8 OUNCE JAR YUBAN COFFEE	$1.48
FREEZE DRIED 4 OZ. JAR YUBAN COFFEE	$1.13
FREEZE DRIED 8 OZ. JAR YUBAN COFFEE	$1.99
CHOCOLATE FLAVOR 12 OZ. OVALTINE DRINK	75¢
DEL MONTE 46 OZ. CAN PINEAPPLE JUICE	34¢
MINUTE MAID FROZEN LEMONADE 12 OZ. CAN	24¢
GRADE AA FRESH EXT. LGE. BEL AIR EGGS	85¢
GRADE AA FRESH LARGE BEL AIR EGGS	81¢
GRADE AA FRESH MEDIUM BEL AIR EGGS	73¢
WHITE OR WHEAT 16 OZ. BEL AIR BREAD	27¢

DEL MONTE FRUIT
COCKTAIL
303 CAN 27¢

CHIFFON 1 LB. CARTON
SOFT MARGARINE
43¢

GRANNY GOOSE
POTATO CHIPS
10 OZ. PKG. 59¢

TREESWEET NATURAL
GRAPEFRUIT
JUICE 46 OZ. CAN 49¢

WESTPAC CONTINENTAL 20 OZ.
FROZ. VEGETABLES
- BROCCOLI NORMANDY
- MEDITERRANEAN
- FLAVOR FIESTA
- CREOLE MEDLEY
- SCANDINAVIAN
- ORIENTAL

EACH 53¢

GREEN GIANT STYLE 12 OZ. NIBLET CORN	22¢
GREEN GIANT WHOLE 303 KERNEL CORN	22¢
GREEN GIANT KITCHEN 303 GREEN BEANS	22¢
GREEN GIANT FRENCH 303 GREEN BEANS	22¢
GREEN GIANT SWEET 303 GREEN PEAS	25¢
SCHILLINGS 12½ OZ. SIZE TACO CASSEROLE	57¢
SCHILLINGS CASSEROLE 21¼-OZ. TAMALE PIE	65¢
SCHILLINGS CASSEROLE ENCHILADA 12⅛ OZ.	65¢
HORMEL WITH BEANS 15 OZ. CHILE CON CARNE	45¢
HUNTS BIG JOHN 35 OZ. BEANS 'N FIXINS	55¢
HUNTS FAMOUS 6 OZ. TOMATO PASTE	18¢
NABISO 13½ OZ. COOKIES • NUTTER BUTTER • PEANUT BUTTER SANDWICH	53¢

CORONET STUDIO PRINTS
FACIAL TISSUE
PKG. OF 200 25¢

BOLD FAMILY SIZE
DETERGENT
DEAL PACK $2.49

DISHWASHER DETERGENT
CASCADE
35-OZ. DEAL PACK 59¢

MINI PADS PKG. OF 30
STAYFREE PADS
79¢

DOG FOODS
FRISKIES
MIX OR CUBES 10 LB. PKG. $1.69

APRICOT PINEAPPLE 20 OZ. MARY ELLEN JAM	59¢
STRAWBERRY 20 OZ. MARY ELLEN JAM	69¢
GHIRADELLI SEMI SWEET 6 OZ. CHOCOLATE CHIPS	29¢
PACKAGE OF 100 FT. GLAD FOOD WRAP	29¢
DETERGENT 22 OZ. PKG. JOY LIQUID DEAL PACK	46¢
WINDOW CLEANER 15 OZ. WINDEX AEROSOL	53¢
SKIN MEDICATED 6 OZ. NOXZEMA CREAM	$1.13
JOHNSON & JOHNSON BABY OIL 10 OZ. SIZE	$1.29
COTTON PACKAGE OF 88 Q TIP SWABS	58¢
DENTURE PACKAGE OF 40 POLIDENT TABS	$1.07
KODACOLOR CX-126 12 KODAK FILM	99¢
KODACOLOR CX-126-20 KODAK FILM	$1.35

ARMOUR 1877 READY TO EAT
BONELESS HAM
LB. $1.88

FRESH FROZEN FISH
HALIBUT STEAK
LB. $1.48

HARVEST OF SEA COOKED
SHRIMP MEAT
7 OZ. PKG. 88¢

CHECKERBOARD 22 OZ.
GAME HENS
GRADE A FROZEN $1.08 EA.

BULK RANDOM WEIGHT
BEL AIR CHEESE
- MILD MED CHEDDAR
- MILD LONGHORN
- MONTEREY

LB. $1.08

USDA CHOICE BEEF CHUCK STEAK	LB. $1.08
USDA CHOICE BEEF RIB STEAK	LB. $1.88
USDA CHOICE BEEF Bottom Round SWISS STEAK	LB. $1.89
CHOICE BONELESS TOP ROUND STEAK	LB. $1.99
USDA CHOICE BEEF T-BONE STEAK	LB. $2.18
USDA CHOICE REG. CUT SHORT RIBS	LB. 78¢
ARMOUR WHITE & DARK TURKEY ROAST	2½ LB. $3.88
CHECKERBOARD FROZEN PRIME DUCKLING	LB. 89¢
FOSTER FARMS TRAY PACK CUT UP FRYER	LB. 69¢
TYSON BRAND 1 LB. PKG. CHICKEN WIENER	98¢
ARMOUR PAN SIZE 12 OZ. SLICED BACON	$1.18
BEL AIR SLICED 12 OZ. LUNCH MEATS	94¢

BEAUTIFUL FRESH CUT FLOWERS

- CARNATIONS • BABY BREATH
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SELECTION OF HEALTHY GREENHOUSE HOUSE PLANTS

ASSORTED COLORS IN BLOOM 4 INCH POT
BEAUTIFUL GARDEN MUMS EA. 98¢

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80 PROOF HALF GALLON BEL AIR VODKA	$7.68
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WHISKEY 80 PF QUART BEL AIR BLEND	$4.38
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WINES HALF GALLON GALLO • CHABLIS BLANC • HEARTY BURGUND	$2.49
MOUNTAIN WINE HALF GAL. ALMADEN • CHABLIS • BURGUNDY • RHINE	$3.18
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It's Plum Perserving Time!

Preserving fresh California plums is a great way to bring back that summer fruit flavor in the middle of winter. Although out-of-hand eating will probably always be the most popular way to enjoy these delicious fruits, fresh plums readily take to freezing, canning and jamming. Be sure to select plump, well-colored fruit that gives slighly to gentle pressure. Look for such varieties as Late Santa Rosa, Queen Ann, Kelsey, Nubiana and Casselman, for both eating and preserving. Here's a simple plum butter that's sure to be a family favorite - great for gift-giving, too.

For your free copy of a new 48-page color illustrated California fruit recipe booklet, send a stamped, self - addressed, business-size envelope to "Fruits of Summer," P. O. Box. 4640, Sacramento, CA. 95825.

PLUM BUTTER

5 lbs. fresh California plums
1/2 cup water
Sugar

Wash fruit and remove stems. Simmer plums with water over low heat until plums burst, juice flows freely and pulp separates from pits. Watch carefully and shake kettle frequently to prevent sticking. Press fruit through a sieve. If pulp is too thin, cook until thick enough to mound up on spoon. Measure pulp. Allow 2/3 cup sugar for each cup of pulp. Add sugar to pulp and stir until well mixed. Heat to boiling and boil vigorously stirring constantly, until mixture sheets from edge of metal spoon, about 30 minutes. Pour into hot sterilized jars. Seal.

Makes 4 pint jars.

Variations: For Spiced Plum Butter, add 1/2 teaspoon cinnamon for each 4 cups of pulp when the sugar is added. For Almond Plum Butter, add 1/2 teaspoon almond extract for each 5 pounds of plums just before pouring into hot jars.

Pointers You Should Know About Rice

RICE

One of the oldest foods known to man, rice goes back to the centuries before recorded history. Thrifty housewives have known for ages that rice is ideal as an extender of casseroles and main dishes. But even gourmet cooks would favor rice at any price because it adapts itself so gracefully to any main dish made with a sauce.

OLD-FASHIONED FLUFFY WHITE RICE

1 tablespoon salt
1 cup raw long-grain white rice

In large saucepan over high heat, bring to boiling 2 quarts cold water and the salt.

Slowly add rice; boil, uncovered, about 20 minutes or until rice is tender.

Drain well, Fluff up with fork.

FLUFFY WHITE RICE

1-1/2 cups raw regular white rice
1-1/2 teaspoons salt
1-1/2 tablespoons butter or margarine

In medium saucepan, combine 3 cups cold water with the rice, salt, and butter.

Bring to boiling, uncovered.

Reduce heat, simmer, covered, 12 to 14 minutes, or until rice is tender and water is absorbed.

Fluff up with fork.

RICE DO'S and DONT'S

DO make sure water is boiling briskly before adding rice.

DO keep liquid above the boiling point while the rice is cooking; it prevents sogginess.

DO keep rice hot and fluffy in a covered dish in a very low oven, or in a sieve or colander over hot water (covered, of course), until you're ready to serve.

DON'T add cold liquid to boiling rice. If adding more liquid, it should be boiling.

DON'T stir rice with a spoon, or you'll mash the grains and make it gummy. Lift rice gently with a fork.

DON'T peek when boiling rice is in a tightly covered pot. It would let out the steam and lower the temperature.

SALADS ARE BETTER WITH HERBED CROUTONS

If you prefer nothing better than fresh garden salad, here's a new favorite for you. Toss together sliced new, fresh vegetables; tomatoes, radishes, small sweet onion rings, mushrooms, cucumbers, artichoke hearts and black olives and lots of torn fresh greens.

Then saute 2 cups of herb-seasoned croutons in 1/4 cup Squeeze Parkay Liquid Margarine, stirring well until they are crisp and golden. Toss with garden salad just before serving. Delicious!

Why our orange juice is a better bargain.

Flavor Crystal orange juice is made from pure concentrates of California and Florida oranges. The result is real, natural, 100% orange juice.

Convenience Our orange juice is already chilled and ready to drink . . . the closest thing to squeezing it yourself. The easy to store cartons fit readily on your refrigerator shelves, too!

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The Valley's Favorite

Raley's® SUPERMARKETS BLUE CHIP STAMPS

Famous Midwest C

GROUND CHUCK

CORNFED STEAKHOUSE BEEF

100% pure Ground Chuck. No other beef cuts used to make this delicious grind.

109 lb.

BEEF RIB STEAKS

CORNFED STEAKHOUSE BEEF

Cut from Midwest beef . . . the difference is the flavor from rich corn feeding!!

189 lb.

STANDING RIB ROAST

CORNFED STEAKHOUSE BEEF

Delicious center cuts, from Midwest beef. Fantastic flavor and goodness!!

169 lb.

LAYER CAKE MIX 29¢

Pillsbury layer varieties package

CHUNK TUNA 39¢

Chicken of the Sea. Chunk style 6½ oz.

ORANGE JCE. 19¢

Bonnie Hubbard Frozen 6 oz. can

PINEAPPLE 27¢

Del Monte sliced, crushed, chunk. 6½ oz. can

COFFEE 1.79

MJB brand. All grinds 2 lb. can

"RC" COLA 79¢

Royal Crown Reg. Eight-16 oz. bottles

JOY LIQUID 39¢

Dish detergent. 13c off 22 oz.

PILLSBURY CEREAL	Fruit & crunch. All Flavors. 18 oz	79¢
BROWNIE MIX	Pillsbury. 22½ oz	62¢
PANCAKE MIX	Hungry Jack buttermilk 3 lb pkg.	67¢
IRISH SPRING SOAP	Reg bar	19¢
NUTTER BUTTER COOKIES	Nabisco 13½ oz	51¢
WINDOW CLEANER	Easy-Off spray. 18¼ oz	49¢
FURNITURE POLISH	Old English Lemon 9 oz	79¢
KNUDSEN ICE CREAM	Rounds—½ gal	99¢
FRUIT DRINKS	Party Time ½ gal	67¢
KNUDSEN ORANGE JUICE	48 oz	85¢
V-8 COCKTAIL JUICE	46 oz can	51¢
NESTLES QUIK	Chocolate drink. 18 env.	69¢
NESTLES CHOC. MORSELS	12 oz	68¢
A-1 STEAK SAUCE	10 oz	73
SNAP-E-TOM COCKTAIL	Tomato Juice 3-6 oz	49¢
PREPARED MUSTARD	Greg Paupon 8 oz	43¢
LIBBY BEEF STEW	24 oz can	85¢
STRAWBERRY JAM	Smuckers 20 oz jar	73¢
CHIFFON LUNCH BAGS	20 count	17¢
PET FOOD	Recipe Beef & Chicken chunks. 14½ oz can	33¢
LARGE MACARONI	Perfection large elbow lb pkg.	34¢
MJB COFFEE	All grinds lb can	1.02
MJB COFFEE	All grinds 3 lb can	2.76
MJB INSTANT	Coffee. 10 oz jar	1.29
SOUP MIX	Lipton Chicken Noddle 2 pak	29¢
LOW-CAL DRESSING	Wishbone Salad. 8 oz	39¢
KIDNEY BEANS	Bonnie Hubbard 300 can	5/$1
PINEAPPLE	Del Monte in juice. Sliced, crushed, chunk 1½	27¢
STRAINED BABY FOOD	Gerbers 4¾ oz	11¢
HEARTLAND CEREAL	Natural-all var. 16 oz	69¢
TRASH/LEAF BAGS	Bonnie Hubbard 10 count	69¢
NUCOA MARGARINE	lb carton	37¢

t Cornfed Steakhouse Beef

STEWING BEEF

CORNFED STEAKHOUSE BEEF

Lean, delicious cubes of juicy, tender Midwest beef. Serve beef stew this week!

1.39 lb.

CUBE STEAK

CORNFED STEAKHOUSE BEEF. Lean, tender full flavor beef, cut from midwest steers. Serve it up tonight! **1.79 lb.**

CHICKEN LIVER

FRESH CALIFORNIA GROWN Delicious and meaty, rich in iron. Marvelous to barbecue on a spit. **98¢ lb.**

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FRESH CALIFORNIA GROWN Full flavored, meaty and economical to serve. Stretch your food dollar! **29¢ lb.**

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Swift brand . . . brown and serve. Easy to cook. Big 8 oz. package. **89¢ ea.**

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C & K sliced cooked Salami, Reg. Bolog., Beef Bolog., Garlic Bolog., Beef Loaf. 12 oz pkg. **98¢ ea.**

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Delicious Beef or Skinless variety. Big 12 oz. package **98¢ ea.**

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Cudahy brand. Bar S. Skillet size. Lean and delicious. Frys up great! 12 oz. **99¢ ea.**

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Lean and meaty Northern fillets. Rushed to Raley's for you. **98¢ lb.**

TURBOT FILLETS

Fresh frozen to lock in the flavor. Marvelous tasty fillets. **89¢ lb.**

FRESH SOLE FILLETS

Everybody's favorite . . . skinless and flavorful. Serve it tonite! **1.15 lb.**

JUICY PERCH FILLETS

Precooked for convenience . . . just heat it and eat it! **1.09 lb.**

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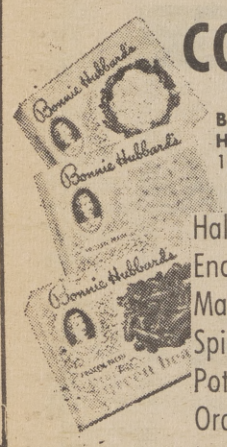
VIP BRAND. 80 proof Fifth **3.59**

VIP Bourbon	86°	fifth	3.79
VIP Whiskey	Blend. 80°	fifth	3.39
VIP Scotch	Whiskey. 80°	fifth	3.99
Bourbon Deluxe	80°	fifth	3.99
Jim Beam	Bourbon. 86°	fifth	5.39
Scotch Whiskey	Clan MacGregor 80°	5th	4.99
Guild Brandy	80°	fifth	4.79
Steinbraw Beer	12 oz. cans 6 pak		89¢

Frozen Food Buys

CORN OR PEAS



Bonnie Hubbard 10 oz. pkg. **4 FOR $1**

Halibut	Van De Camp French Fried	8 oz.	99c
Enchiladas	Van De Camp All Var.	7½ oz.	43c
Macaroni & Cheese	Stouffers	12 oz.	49c
Spinach Souffle	Stouffers	12 oz.	49c
Potatoes Au Gratin	Stouffers	11½ oz.	49c
Orange juice	Bonnie Hubbard	12 oz.	37c
Lemonade	Bonnie Hubbard Reg. or Pink.	6 oz.	12c

APPLES

Fresh, crisp fruit. Your choice of Red Delicious or Golden Delicious. Sugar sweet and ready to eat. Mix or Match!

4 LBS. $1

GRAPES

Vine-ripened to full sugar peak . . . honey sweet, loaded with juicy, refreshing goodness. • MUSCAT • REBIER • SEEDLESS • TOKAY. Mix or Match!

39¢ lb.

TOMATOES

RED-RIPE CHEERY VARIETY. Loaded with country goodness, bursting with juice. Toss whole in your greensalads. HEAPIN' BASKETS

29¢ bskt.

BANANAS	Golden ripe, plump and firm	2 lbs. 29¢
CARROTS	Crisp, crunchy, snappin fresh	lb. 12¢
CRISP CELERY	Crunchy, juicy solid stalks	ea. 29¢
EGGPLANT	Firm, plump, slicing good	ea. 35¢
POTATOES	Firm husky Red Potatoes	2 lbs. 29¢
GREENS	Fresh Collards, Mustard, Swiss Chard	2 bu. 35¢

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- 1700 Capitol Ave.
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- San Juan and Sunset
- 10385 Folsom Blvd.
- 10385 Folsom Blvd.
- Madison and Manzanita
- Madison and Hazel
- Placerville
- Lake Tahoe
- Roseville
- El Dorado Hills

Since we're neighbors let's be friends

Hambgr. Helper Betty Crocker 5.5-oz. Pkg. **50c** SUPER SAVER

2-Lb. Coffee Edward's 2-Lb. Can **$1.74** SUPER SAVER

Orange Juice Bel-air 100% Pure Orange Juice from Florida 5 6-oz. Cans **$1** SUPER SAVER

Hand Lotion Vaseline Intensive Care (10-oz. 85c) 6-oz. Bottle **53c**

Margarine Cold-brook 1-Lb. Pkg. **26c**

Ice Cream Lucerne Half-Gal. Carton **79c** SUPER SAVER

Hash Browns Bel-air 2-Lb. Bag **38c** Potatoes

Listerine Antiseptic—Mouth Wash 20-oz. Bottle **$1.29**

Green Beans	Del Monte—Cut	16-oz. Can	27c	Black Pepper	Crown Colony—Ground	4-oz. Can	41c
Green Beans	Del Monte—Cut	8-oz. Can	19c	Onion Teeze	Kraft Sour Cream	8-oz. Ctn.	56c
Green Beans	Del Monte—Whole	16-oz. Can	32c	Pineapple Juice	Dole	46-oz. Can	34c
Green Beans	Del Monte—Sliced French Style	16-oz. Can	27c	Kosher Dills	Heinz Spears	24-oz. Bottle	74c
Green Beans	Del Monte—Sliced Seasoned	16-oz. Can	29c	Polish Dills	Heinz Spears	24-oz. Bottle	74c
Figurines	Pillsbury	7½-oz. Pkg.	$1.19	Jeno's Pizza	Pizzaria Sausage	18-oz Pkg.	$1.82
Pillsbury Flour	Enriched	5-Lb. Bag	74c	Axion Presoak		25-oz. Pkg.	53c
Vinegar	Italian Kitchen—Wine; Red or Garlic	12-oz. Bottle	34c	Oven Cleaner	Easy-Off—Spray	16-oz. Can	$1.17
A-1 Sauce	For Steak (10-oz.-81c)	5-oz. Bottle	45c	Detergent	Electrosol—Dishwasher	50-oz. Pkg.	79c

Fruit Juice	Bel-air—Grapefruit	6-oz. Can	25c	Safeway Aspirin	Fast acting	Bottle of 200	35c
Green Peas	Bel-air	10-oz. Pkg.	22c	Hand Lotion	Vaseline Intensive Care (24-oz.-$1.97)	15-oz. Bottle	$1.19
Green Beans	Bel-air	9-oz. Pkg.	25c	Hand Cream	Vaseline Intensive Care	3.7-oz. Jar	79c
Waffles	Bel-air—Toaster Buttermilk	2 5-oz. Pkgs.	25c	Natural Mascara	Cover Girl	Each	$1.49
Pound Cake	Sara Lee	11¼-oz. Pkg.	85c	Super Mascara	Cover Girl	Each	$1.49
Meat Pie	Manor House	8-oz. Pkg.	26c	Cleansing Gel	Listerex	1-oz. Tube	79c
Snack Tray	Jeno's—Party Favorite	7¼-oz. Pkg.	94c	Talc Powder	Pond's—Dream Flower	6½-oz. Bottle	52c
Sausage Pizza	Jeno's—Bake & Break	13½-oz. Pkg.	$1.03	Cold Capsules	Contac Brand	Pkg. of 10	$1.21
Pizza Rolls	Jeno's—Cheese with Pepperoni or Sausage	6-oz. Pkg.	69c	Baby Pants	Plastic—Medium, Large, Ex. Large	5-Pair Pkg.	79c

Heinz Ketchup Heinz 14-oz. Bottle **32c**

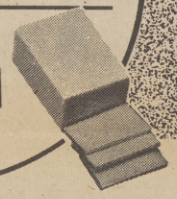
Oatmeal Bread Skylark 2 24-oz. Loaves **79c** SUPER SAVER

Puddings Hunt's—Snack-Pack 4 5-oz. Cans **68c**

Detergent White King "D" 49-oz. Pkg. **59c**

Fresh Yogurt Lucerne Pint Carton **39c** SUPER SAVER

Mild Cheese Safeway—Cheddar Lb. **$1.21**



Cottage Cheese Lucerne—(Quart-84c) Pint Carton **45c**

Paper Towels Zee 170-Sheet Roll **33c**

Snack Crackers	Busy Baker	8-oz. Pkg.	39c	*Bourbon	Jim Beam—Straight, 86-Pr.	Fifth Bottle	$5.39
Folgers Coffee		2-lb. Can	$1.77	*Whiskey	Sunnybrook—Blended, 80-Pr.	Fifth Bottle	$4.19
Medium AA Eggs	Cream O' the Crop	Dozen Carton	69c	*Gilbey's Gin	90-Proof	Fifth Bottle	$4.69
MJB Coffee		2-lb. Can	$1.77	*80-Pr. Vodka	Kavlana	Fifth Bottle	$3.29
Floor Shine	Formica—Polish (46-oz.—$2.12)	22-oz. Bottle	$1.29	Spanada Wine	Gallo Brand	½-Gal. Bottle	$1.99
Liquid Bleach	White Magic	Gallon Jug	39c	Dinner Wine	Mountain Castle	Gallon Bottle	$2.25
Plastic Bags	Kitchen Craft—Sandwich	Pkg. of 150	49c	Chablis	Italian Swiss Colony—Pink, Gold, or Ruby	½-Gal. Bottle	$2.19
Food Wrap	Handi-Wrap	100-Ft. Roll	39c	Rose Wine	Mateus—Still	25-oz. Bottle	$3.19
Ultra-Brite	Toothpaste	5-oz. Tube	69c				

*(Available only in stores with Liquor Dept.)

Budget-Stretching, High Protein Items for Low Cost Meals

Tomato Sauce Town House 8-oz. Can **10c**

Chunk Tuna Sea Trader 6-oz. Can **44c**

Egg Noodles Fisher's Brand 12-oz. Pkg. **36c**

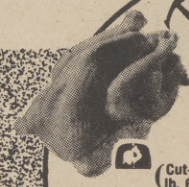
Spaghetti	Golden Grain—Long	1-Lb. Pkg.	28c	Butter	Lucerne-AA—1st Quality	1-Lb. Carton	95c	Pork & Beans	Van Camp	16-oz. Can	21c
Fresh Milk	Lucerne—Concntrtd	Quart Carton	74c	Crackers	Busy Baker—Saltine	1-Lb. Pkg.	33c	Pinto Beans	Town House	16-oz. Bag	22c
Buttermilk	Lucerne	½-Gal. Carton	48c	Chili	Con Carne—Delicious Nalley's with Beans	15-oz. Can	46c	Rice	Town House—White, Extra Long Grain	80-oz. Bag	$1.34
Half & Half	Lucerne	Pint Carton	31c	Spaghetti	Franco American	15-oz. Can	21c	Stroganoff	Lipton—Beef "Main Dish"	6¼-oz. Pkg.	69c
Fruit Drink	Lucerne	Gallon Carton	49c	Soup	Town House—Chicken Noodle	10½-oz. Can	16c	Beef Stew	Nalley's	15-oz. Can	62c

(Milk prices effective Sacto. Market area only)

BEEF PLUS BRAND T.M. REG. **Beef Patty Mix** Serving Suggestion

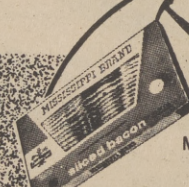
A blend of approx. 3/4 Ground Beef and 1/4 textured vegetable protein.

Delicious & Economical, Too! Lb. **69c**



Whole Fryers Fresh Foster Farms (Cut-up lb. 69c) lb. **59c**

Ground Beef Regular Any Size Package lb. **88c**



Sliced Bacon Dubuque Mississippi lb. **$1.15**

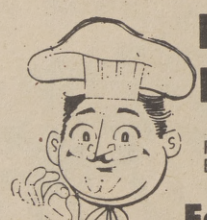
Ground Beef Premium Any Size Package lb. **$1.15**

Chuck Roast Blade Cut (7-Bone; lb. $1.09) lb. **99c**

Pork Loin Sliced Quarter Pork Loin lb. **$1.19**

Boneless X-Rib	USDA Choice (Rib Roast, lb. $1.76)	lb.	1.59	Cheese Loaf	Capri Brand	6-oz. Pkg.	59c
Boneless Steak	Top Sirloin USDA Choice	lb.	$2.26	Shrimp Meat	California Cooked	lb.	$2.98
Fishsticks	Captain's Choice	lb.	75c	Wieners	Oscar Mayer—(Sliced Bolo. 12-oz. $1.24)	1-lb. pkg.	$1.39
All Meat Franks	Safeway Brand	12-oz. Pkg.	97c	Pork Sausage	Tennessee Pride Breakfast Treat	1-lb. Pkg.	$1.35
T-Bone Steak	USDA Choice (Rib Steak, lb. $1.99)	lb.	$1.99	Ground Turkey	Delicious Change	lb.	$1.07
Boneless Ham	Hormel Cure 81	lb.	$2.29				

IN-STORE BAKE SHOP



ICED ANGEL FOOD CAKE Fresh Baked Each **$1.29**

Sweet Rolls	Dutch Apple	6	for	79c
Large Pizza	Pepperoni Flavor	Each		$1.39
Ranch Rolls	Honey Wheat	40	for	$1

(Available only in stores with Bake Shop)

GARDEN FRESH PRODUCE

Washington Extra Fancy Delicious **Red Apples** 5 lbs. **$1**

Thompson Seedless No. 1 **Grapes** 2 lbs. **49c**

Shady Oak Brand **Mushrooms** Must with Steak lb. **79c**

COUNTRY PURE BRAND FRESH FRUIT JAMS—No Preservatives, No Artificial Flavors, No Artificial Color, Just Delicious — Apricot, Blackberry, Blueberry, Cherry, Orange Marmalade, Raspberry, Strawberry, Concord Grape.

SAFEWAY

Prices Effective Thru Saturday Sept. 15th In Stores Below

Rhubarb Apple Cobbler

Pie plant is another name for rhubarb, because it makes such delicious pies! (And delicious cobblers, too, and they're even quicker and easier). Over chunks of fresh rhubarb in a pan, pour a thickened, sweet sauce of apple juice. Add a crunchy butterscotch topping containing quick or old fashioned oats, then drizzle with melted butter and bake. While still warm, serve with scoops of creamy ice cream and you have royal fare - that the royalty in your household will applaud!

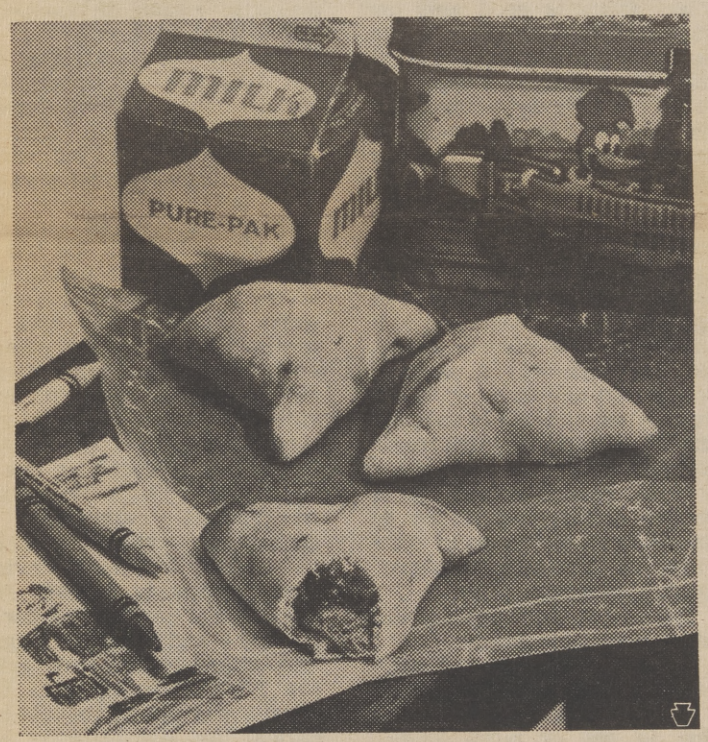
RHUBARB APPLE COBBLER

4 cups fresh rhybarb, cut in 1-inch pieces
3/4 cup granulated sugar
2 tablespoons cornstarch
1 cup unsweetened apple juice
2/3 cup sifted flour
2/3 cup quick or old fashioned oats, uncooked
2/3 cup firmly packed brown sugar
3/4 teaspoon baking powder
1/4 teaspoon salt
1 egg, beaten
1/2 cup butter or margarine, melted

Heat oven to moderate 375 degrees. Place rhubarb in 9-inch square baking pan. Combine granulated sugar and cornstarch in saucepan; slowly stir in apple juice. Cook, stirring constantly, until thickened and clear. Pour over rhubarb, tossing to mix well.

Combine flour, oats, brown sugar, baking powder and salt. stir in egg until mixture resembles coarse crumbs. Crumble evenly over rhubarb base. Drizzle with melted butter. Bake in preheated oven 375 degrees about 35 minutes. Serve with vanilla ice cream.

Chicken Pack-Ups



It's here Mom! The time you have been waiting for all summer. At last the kids are going back to school! Be an A plus mother and send them off with a real brainstorm of a lunch - Chicken Pack-Ups, fun to eat, un-sandwichy sandwiches. Made from refrigerator biscuits and filled with nutritious chicken spread, they're as easy to make as ABC.

Or try corned beef spread (all spiced-up and ready to go right from the can), add a slice of cheese and you've got an Easy Pleaser - real food for thought. It all adds up to a hearty, satisfying lunch that's ready in minutes and bound to put you on the honor roll. And, Mom, don't forget the recipe for the teacher.

CHICKEN PACK-UPS

1 8-oz. pkg. refrigerated buttermilk biscuits (10 biscuits)
2 4-3/4 oz. can chicken spread
1/2 cup chopped peanuts
2/3 cup grated American cheese

Preheat oven to 375 degrees. On a lightly floured board, roll biscuits to 5-inch circles. In a bowl, combine chicken spread and peanuts. Place a spoonful of chicken spread mixture in center of each biscuit. Sprinkle with cheese. Moisten edges of biscuits with water. Pinch edges together to form triangles. Place on baking sheet and bake in preheated oven for 15 minutes or until golden brown. Makes 10 filled biscuits.

EASY PLEASER

8 slices white bread
1 4-1/2 oz. can corned beef spread
4 slices American cheese
2 teaspoons catsup

Spread four slices of bread with corned beef spread. Top with cheese and remaining slices of bread which have been spread with catsup. Makes 4 sandwiches.

PATIO PUNCH

SODA

1 46-oz. can (6 cups) red tropical fruit punch, chilled
1/2 cup lemon juice
1 qt. vanilla ice cream
2 7-oz. bottles (abou 2 cups) lemon-lime carbonated beverage, chilled

Mix together fruit punch and lemon juice. Scoop half the ice cream into 10 glasses. Add half the punch mixture; muddle. Add remaining punch. Fill glasses with carbonated beverage. Top each with a scoop of remaining ice cream. Makes 10 servings.

HEALTH-WISE

THE SEVENTH-DAY ADVENTIST CHURCH

NUMBER 1 DRUG PROBLEM

by MARY M. DAVIS

Not heroin, LSD, or marijuana, but alcohol, is the Number 1 drug problem in the United States!

A recent Health, Education, and Welfare Department report zeroed in on some sobering consequences of heavy drinking and announced plans for an advertising campaign to promote "more responsible, controlled drinking in healthier social contexts."

But the report failed to take into account a growing body of medical research which indicates that brain damage starts with the first drink. It has long been known that alcoholics suffer brain damage, but it has been considered a result of years of drinking.

Now, however, Dr. Melvin Knisely, anatomy professor at the Medical University of South Carolina, has demonstrated that brain damage occurs progressively from the first cells destroyed by the very first alcoholic drink a person takes, and that "the damage accumulates relentlessly with every drink he takes thereafter."

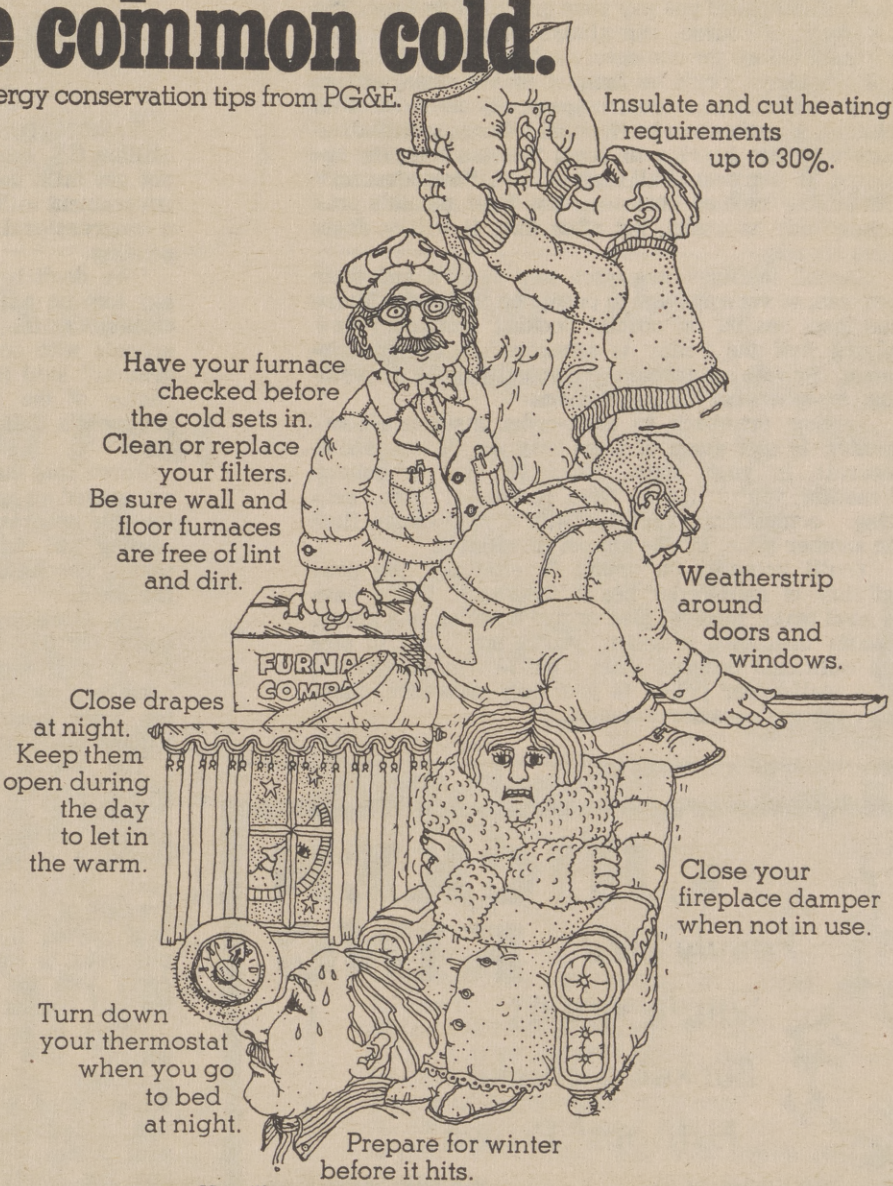
This is because alcohol causes the red blood cells to become sticky and form wads, which plug the capillaries and prevent oxygen from reaching the cells of the body. This effect is most harmful to the neurons, the tiny "thinking" cells of the brain, because they require a continuous supply of oxygen.

When nerve cells are deprived of oxygen for three minutes, they are seriously impaired. In 15 to 20 minutes, the neuron dies, and the damage is permanent. Since brain cells are not replaced, this damage is cumulative throughout life until, in time, the total mass of the brain is measurably smaller, as has been demonstrated by Dr. Otto Haug of the psychiatry department at Frederickstad, Norway.

Readers who would like to have a complete report of these findings, may write for a Listen magazine reprint which includes pictures and diagrams. Send your request for "Brain Damage Starts with the First Drink," with 10 cents and a self-addressed stamped envelope, to Listen, 6840 Eastern Avenue, N.W., Washington, D. C. 20012.

Some precautions to take for the common cold.

More energy conservation tips from PG&E.



PG and E

Consumer Reviews

by CLOVES CAMPBELL

Sick Health Insurance Ads

Part III

Benefit payments from mail-order policies are generally skimpy. One policy says it pays $500 a month, or $16.67 a day. If that's your only health insurance protection, it's nowhere near what you'll need for daily hospital expenses. Another policy announces it will pay you from $4 to $450 for an operation. Chances are you'll get a check closer to $4 than to $450.

According to a study by Dennenberg, the average claim paid last year by some of the large mail-order firms was $179. This figure is far less than the sums of money promised in the ads. One firm offers up to $50,000 but the executive Vice President recently admitted that the highest sum ever paid was $10,000. The average amount paid, he told the Pennsylvania insurance commission, was $157.

Benefits sometimes decrease as you get older. One policy, for example, pays only half benefits the first three months of hospitalization if you're 65 or older. Full benefits aren't paid until after the third month of hospitalization. Instead of returning most of the premium dollar to policyholders, most companies plow the money back into advertising. Denenberg says only about 53 cents of every premium dollar is returned in benefits. Some policies pay as little as 20 to 30 cents on the dollar. These figures compare with 97.3 cents on Blue Cross and 96.1 cents on group plans, says Eenenberg.

Be suspicious of policies that "guarantee" you won't be cancelled. What many of these policies can't mention, is that the annual renewal may be denied at the company's discretion. Other companies claim that they won't canel you if you pay your premium on time. The company, of course, can always deny receiving your payment before the due dates, as has happened to some policyholders. Don't be tempted by low rates, either. They often mean the company rejects most of its claims. A spokesman for National Liberty, testified before a Senate hearing in June, that his company rejected 38 per cent of all claims filed. "Introductory" offers are another come-on. The first month's premium may be cheap, but after that, it will no doubt rise sharply.

Special mailings are often sent to GI's and their parents, to veterans and to people on Medicare. These mailings maybe on official looking stationary implying that the policy is sponsored by the government. Private companies are actually doing the selling, however, not the government.

Another drawback to mail-order insurance companies is that some of them may not be licensed to operate in your state. When you try to collect benefits, you're apt to have problems. Also, getting complaints rectified with a mail-order firm in another state, can be almost impossible.

You'll probably be smart to eliminate the possibility of mail-order health insurance. If you have a good major medical plan or are enrolled in a group, health insurance program, you're not likely to pick up additional benefits from a mail-order policy. And if a mail-order policy is your only insurance, chances are you're underprotected.

CALIFORNIA, 'NATION'S GROCERY STORE'

California, the nation's grocery store? Yes! With only three per cent of the nation's farmland, California produces 25 per cent of the nation's table food, 40 per cent of its fruits and vegetables and over 90 per cent of its specialty crops.

Not to mention that every third wage earner in California is directly or indirectly dependent on the state's $15 billion agribusiness.

ONE OF 200 EXHIBITS

Richard B. Sellars, chairman and chief executive officer of Johnson & Johnson, at his company's booth at the recent National Urban League Conference in Washington, D. C. Johnson & Johnson, worldwide manufacturers of medical, consumer and industrial products, was one of more than 200 exhibitors at the four-day conference.

Fighting Back At Arthritis

It hurts, it cripples. And if you are one of the 16 million arthritis sufferers in the U.S. you can probably understand why so many of them eagerly grasp at any offer of relief.

Because the usual treatment for arthritis is rarely dramatic - heat, rest, exercise and the lowly aspirin, it can be easily upstaged by proponents of sure cures, miracle treatments, spas, and special diets.

The truth is that medical science has found no cure for arthritis and none of the unorthodox "cures" has been found to have merit.

Yet there is good news for you if you have arthritis. In the last ten years medical scientists have made such rapid advances in their understanding of the disease that they can now prevent much of the crippling and can return many disabled arthritics to full active lives.

Early diagnosis and quick treatment are the key to success. That's why HEW's Public Health Service specialists urge against self diagnosis, self treatment and miracle cures. Not only are they a waste of money (in the case of quack cures), but a waste of valuable time in getting effective treatment started.

If you have symptoms, let a doctor decide, and if you do have one of the forms of arthritis, let him map out a program to help you.

Here are the dange signals, which may come and go:

* persistent pain and stiffness on arising in the morning
* pain, tenderness or swelling in one or more joints
* unexplained fatigue, weakness, fever, weight loss
* tingling in the fingers, hands and feet

You and your will power are the most important part of any treatment prescribed by your doctor. It's up to you to stick with the program he works out for your own particular case: to take the rest, to apply the heat in the proper way, to perform the special exercises, to take the medication. In some cases, there will be special medications and perhaps a weight-watching diet if extra pounds are causing undue pressure on weight-bearing joints. Surgery can sometimes give dramatic results in restoring use of hand, hips, etc.

Ann R. can recall that she got backaches and became unusually tried back in college days. She stubbornly tried to ignore the stiffness and pain in the mornings as time went on. It wasn't until her early 30's that she realized she had rheumatoid arthritis. She had an attack that put her to bed with fever, pain, immobilizing stiffness. After several weeks of treatment with aspirin, selected drugs and heat applications, the symptoms began to subside. She was not cured but was strong enough to begin the difficult task of regaining use of her hands and legs. She learned special exercises to strengthen weakened muscles and to keep her joints moving. Heat treatments helped. Her stubborness now served her in the slow and painful struggle. Encouraged by some small gains she kept it up and in a few months was able to resume her normal life. Her arthritis has flared up again on a few occasions but not as severely. She has kept up her exercises daily, and she's learned how to fight back at the first sign.

If you have arthritis or think you have hit, it is in your hands to opt for normal life or serious disability. With early diagnosis and prompt treatment, health specialists agree that serious crippling can be prevented in seven out of ten cases.

Lack Of Funds Result In Milk Cut

WASHINGTON - About 40 million U.S. school children will not get milk under the special government milk program while a congressional appropriation is pending.

"We don't have the money to pay for the mile and so we are cutting out the program in all schools with school lunch programs," said Herb Rorex, director of the Agriculture Department's Child Nutrition Service.

Rorex said that Congress has not passed an appropriation bill for this program other than including $25 million in a continuing resolution to run the Department.

The President's budget request for this fiscal year was for $25 million the amount Rorex considers necessary to continue the milk program in schools without lunch programs.

The federal government has paid an average of 3 cents for a half-pint of milk, although the amount has varied according to the need of the district. Last year, these cartons cost an average of 5 cents with the student paying 2 cents. The cost this year is expected to be 10 cents with the student paying the full amount in most cases.

"This is an emergency situation," said Lucille Barnett, president of the American School Food Service Association. "Children need milk and with prices skyrocketing, they are not likely to get enough at home.

"I don't understand how the government could get away with this. I thought the milk lobby was one of the strongest lobbies in Washington."

CHICKEN KING

Family size

Single orders

Bucket-o-chicken

Fish and Prawns

3449 RIO LINDA BLVD

AT NOGALES IN DEL PASO HEIGHTS

TAKE HOME

PROBABLY THE BEST FOOD AROUND

PHONE 922-5761

BRING THIS COUPON

ANOTHER Lil Joe's OVER MILLION STEAKS SOLD

OPEN 24 HOURS

Your Choice:

NEW YORK OR T-BONE

$1.49 (With This Coupon Only)

T-BONE STEAKS $1.69

DINNERS 1.19

HAM & EGGS 85c

NEW YORK 1.49

You'll See Our Sign On Del Paso Bl. No. Sacto.

Credit Rejected? Find Out Reason Why

A consumer who is rejected for credit should ask the credit granter if the credit was denied because of adverse information in his credit file, or because his credit record does not meet the credit granter's criteria for extending credit, according to John L. Spanford, president of Associated Credit Bureaus, Inc.

"There are many reasons other than adverse information in a credit file for the rejection of consumer credit. For example, the consumer's age, length of time of employment, lack of credit history, insufficient income or already being over-extended could mean that a consumer doesn't meet the standards by which the merchant extends credit."

The credit bureau doesn't make the credit decision, Spanford pointed out; it reports and maintains credit records while each credit granter makes the decision to extend credit based on his own standards.

However, under the recently enacted Fair Credit Reporting Act (June 1971), if a consumer is rejected for credit based on information wholly or in part in a credit report, the credit granter must provide the name and address of the credit bureau which supplied the report.

"The consumer is entitled to visit the credit bureau during normal business hours, furnish proper identification, and have full contents of his credit file disclosed, Spanford said. "The credit bureau cannot charge for the interview if it is done within thirty days after the credit was declined.

"Consumers also have the option to make a written request for a telephone interview by supplying the credit bureaus with identification information."

The credit bureau will re-vestigate any item which is questioned by the consumer. If the item is found to be inacurate, or can no longer be verified, the item will be deleted.

If the re-investigation does not resolve the question, the consumer may file a brief statement of about 100 words reporting his side of the issue.

The consumer's statement will be included in any future reports which contain the item in question.

Getting Smart

BY WALTER L. SMART
Executive Director
National Federation of Settlements
and Neighborhood Centers

THE MISSISSIPPI ELECTION RIP—OFF

Part II

The mechanations of political bossism can be confusing and frustrating to the unsophisticated voter. I've discussed, in a previous column, the struggle of Bennie G. Thompson, in his fight to become mayor of a small, rural town in Mississippi. Let us now examine the means by which the local party bosses and governmental officials attempted to steal his election.

In most states, primary elections are controlled by an elections commission of some kind. These commissions are composed of local political leaders selected from both national party regulars. Having both Republicans and Democrats on the commission is a method employed to keep the opposing parties honest while at the same time looking out for their own particular interests.

Bennie Thompson did not represent any individual interests in Bolton, only those of his poor Black constituency. He didn't expect that the commission would play fair.

Because Black folks threatened the machine of both parties, and represented a new power in the county, the elections commission turned its back on the democratic process and attempted to use Machiavellian tactics.

Bennie's political opponents charged that the deceased people had voted, non-residents had voted, non-voters had voted, as well as the under-aged. In short, the elections commission agreed with Bennie's opponents. They upheld a new election charging that Bennie had not played fair. However, the commission never stated what rules had been violated in the campaign and never proved any specific charges.

The Southern District Court ruled, after several thousands of dollars were expended, that the elections commission had unfairly and unjustly voided the election since there never was substantiated proof of so-called irregularities in the election.

In retrospect, five years ago, Bennie led a drive in Bolton that took three of the five city council seats. The freedom fighters were challenged in the courts under the guise of fair play. Litigation took over a half-year to resolve successfully. In those five years, the mayor vetoed hundreds of resolutions and operated, as usual, in spite of the Black-controlled council. This bare majority could not override a mayoral veto.

Bennie and his all-Black city council look forward now to a different struggle. They face a hostile county and state government and a business community all adhering to the status quo.

THE INVENTION OF MARGARINE

What was awarded a prize from an emperor for its creation, was the underdog in 65 years of federal legislation battles, and has been an innovative market leader since 1950 when an Act of Congress repealed its unfair taxation?

Margarine, that's what.

How did margarine come to be invented? It was the age-old story of supply and demand. Butter supplies were inadequate to meet the demands of a growing population. And butter had become too expensive for most people. It also grew rancid quickly with the problems of refrigeration a century ago.

Chemists had been attempting to invent butter-like substances for years, but it was not until Napoleon III of France offered a prize for the production of a satisfactory butter substitute that it came into being. The stipulations for the prize were that the butter substitute be less expensive and stay fresh longer than butter.

Butter was in short supply for Napoleon's soldiers and sailors. And fats were frequently lacking from the diet of the French poor and those in other European countries.

A Parisian chemist, M. Mege Mouries, won the prize with his creation of "oleo-margarine." He felt that he had invented not a substitute, but a less expensive form of butter with what was then considered purity and nutritional value. He patented his technique in England and France in 1869, and in the United States in 1873.

The story of margarine in the United States is a unique record of political controversy. Dairy interests were threatened by the advent of a low cost product which compared favorably in texture and flavor to theirs. Their strong anti-margarine lobbying resulted in legislative intervention.

Sixty-five years of federal restriction on one product to protect a competitor ended dramatically when President Harry Truman signed the Margarine Act of 1950. "I always thought the tax on margarine was wrong!" he exclaimed as he signed the bill.

Margarine has ceased to be considered a butter substitute. It is quality food in its own right. Innovations in the margarine industry have even forced butter to improve. It was margarine that was first sold four sticks to the pound and butter followed suit.

Margarine-producing companies, such as Kraft Foods, which introduced all - purpose Parkay margarine in 1937, continue to improve the flavor, texture and quality of their products through the years. The newest is Kraft's Squeeze Parkay Liquid Margarine, which is pourable right from the refrigerator, has a natural country-fresh flavor and a convenient liquid form which butter can never have without being melted.

Margarine has come a long way from the little chemist's shop in Paris in 1869. It has fought for and won its place in the American food market. And it has brought the consumer convenience, savings, good taste and product innovation.

Take stock in America.

New Administrator Named To Food Post

Administrator Edward J. Hekman has named James E. Springfield to be Deputy Administrator for program operations in the Food and Nutrition Service (FNS) of the U.S. Department of Agriculture (USDA).

Springfield replaces Howard P. Davis, who retired in June.

Springfield has been in charge of FNS management activities for the past year and a half, as deputy administrator for management. Prior to that, he administered the Department's food stamp program during the years of its great growth, serving as deputy director of the Food Stamp Division, and then becoming director of the Division in 1970. When he joined the Food Stamp Division in 1967, only 1.7 million people were taking part in the program; when he moved to management work in 1972, a total of 11.5 million people were taking part.

A native of Evansville, Ind., Mr. Springfield was graduated from Ottawa University in Ottawa, Kan., and won a master's degree from the University of Kansas in 1959. After additional graduate work, he joined the staff of the Bureau of the Budget in 1961, moving from there to Agriculture in 1967.

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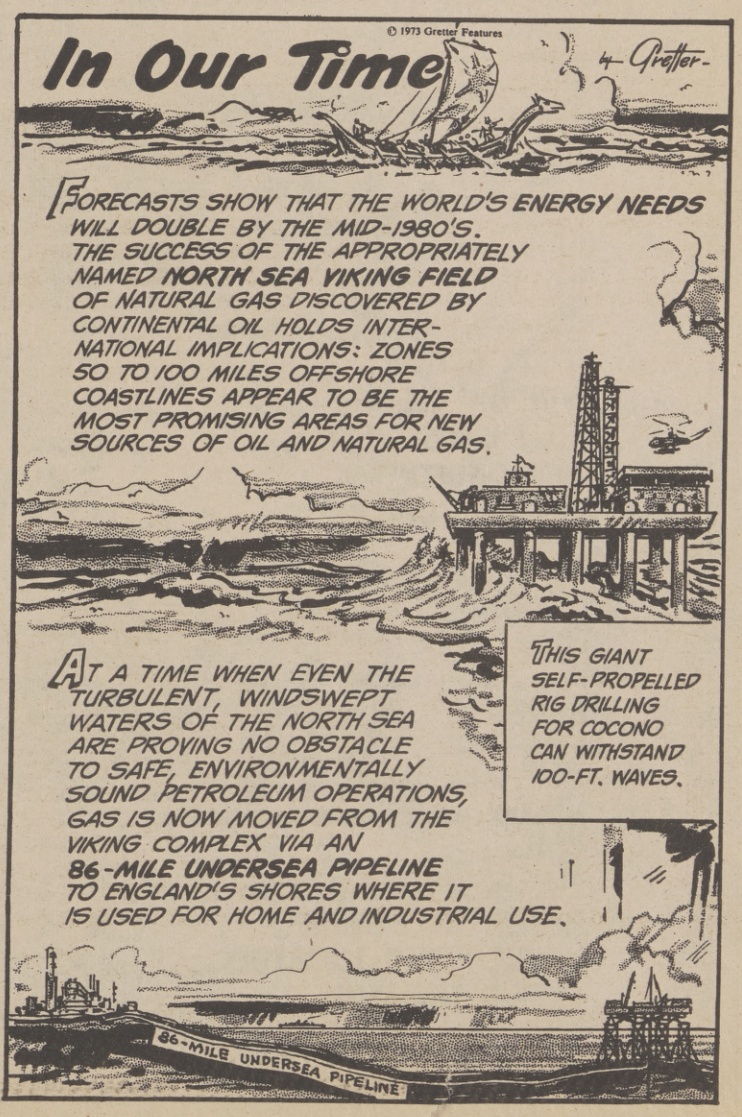

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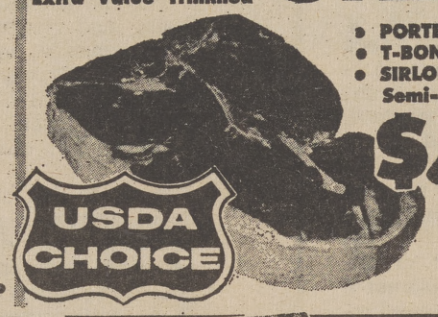

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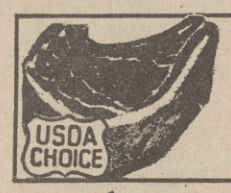

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The Sacramento Observer

ENTERTAINMENT GUIDE

SEPTEMBER 15-21

the happenings

BRENDA SYKES Premiers In

'OZZIE'S GIRLS'

ON KXTV CHANNEL 10

Sunday At 7:00 P.M.

RECORDS AND MOVIE REVIEWS • BLACKS ON TV • LIVELY ARTS

ON THE GO WITH COCOA

By COCOA WALTHER

I was at the State Fair this past week, I really got to wondering about carnival rides, their concept, design, construction and their costs.

I'm talking about rides such as the "Round - Ups," "Rock - O - Planes," "The Whip," "The Octopus," "The Loop-The-Loop," and not to forget the most famous of them all "The Twin Turbo."

Truly it must be a very dizzy world around carnival rides.

Seeking someone with a little more authority than I, on the subject, I was able to rap with Frank Hrubetz and Jack Dyerly, both from Salem, Oregon, down for the Fair, to rap with the owners of "Atlas Greatest Shows Inc.," that own most of the concessions on the Fairgrounds, about their new rides.

Eyerly Aircraft Co., which hasn't built a plane since the Depression, but keeps the name, sticks with the thrill rides that have been midway attractions for decades.

Hrubetz and Eyerly design and manufacture carnival rides. Between them they will gross about $5 million this year supplying carnivals with the dizzy rides.

"Every ride we have ever built, we're still building, the last new ride we came out with, was the "Twin Turbo," and that was in 1958," said Eyerly. The popular "Rock-O-Plane," was created in 1948.

Hrubetz who got his start with Eyerly, still designs and produces rides although he hasn't been with Jack since 1939, when he went out and started his own firm to develop his inclined wheel idea.

His speciality, is rides based on the idea of inclined wheel. They start out flat, like a tire on the ground, and as they rotate, they build up centrifigal force, and the rides rise up into an almost vertical position.

The "Twin-Turbo," one of his bigger successes, is an example. Most carnivals have one, and the California State Fair was no exception.

Frank was quick to point out, "That vertical acceleration - up or down - is the easiest sensation to sell on the thrill market today." The roller coaster uses it to perfection, as do most other successful rides," he said.

"Cocoa, to sell a ride, has to look more violent than it really is. These rides aren't really violent. There is no terrific "G" force involved."

The catch in ride design, he was quick to point out, is to be able to give the rider about one minute of something he can't identify readily.

"About a minute, rarely - more . . . You don't want the rider to become too used to what's happening to him. You pass him through the motions a few times and get off, so when he gets off, he'll ask himself, 'what was that?' and get back on to find out.

If you keep him up there two or three minutes, he'll get used to it. That kills the thrill, Cocoa."

Today's rides are portable, heavy, efficient and very expensive. A portable version, of the 'Round-Up' or the 'Toboggan,' undelivered, without options, is on the high side of $40,000. It weighs 27,000 pounds, but it is portable and includes a trailer. It can handle 700 passengers an hour, and can be put up or taken down by two men in an hour and a half.

Eyerly still produces "The Monster," a larger portable version of the "Octopus," his father invented in the '30's.

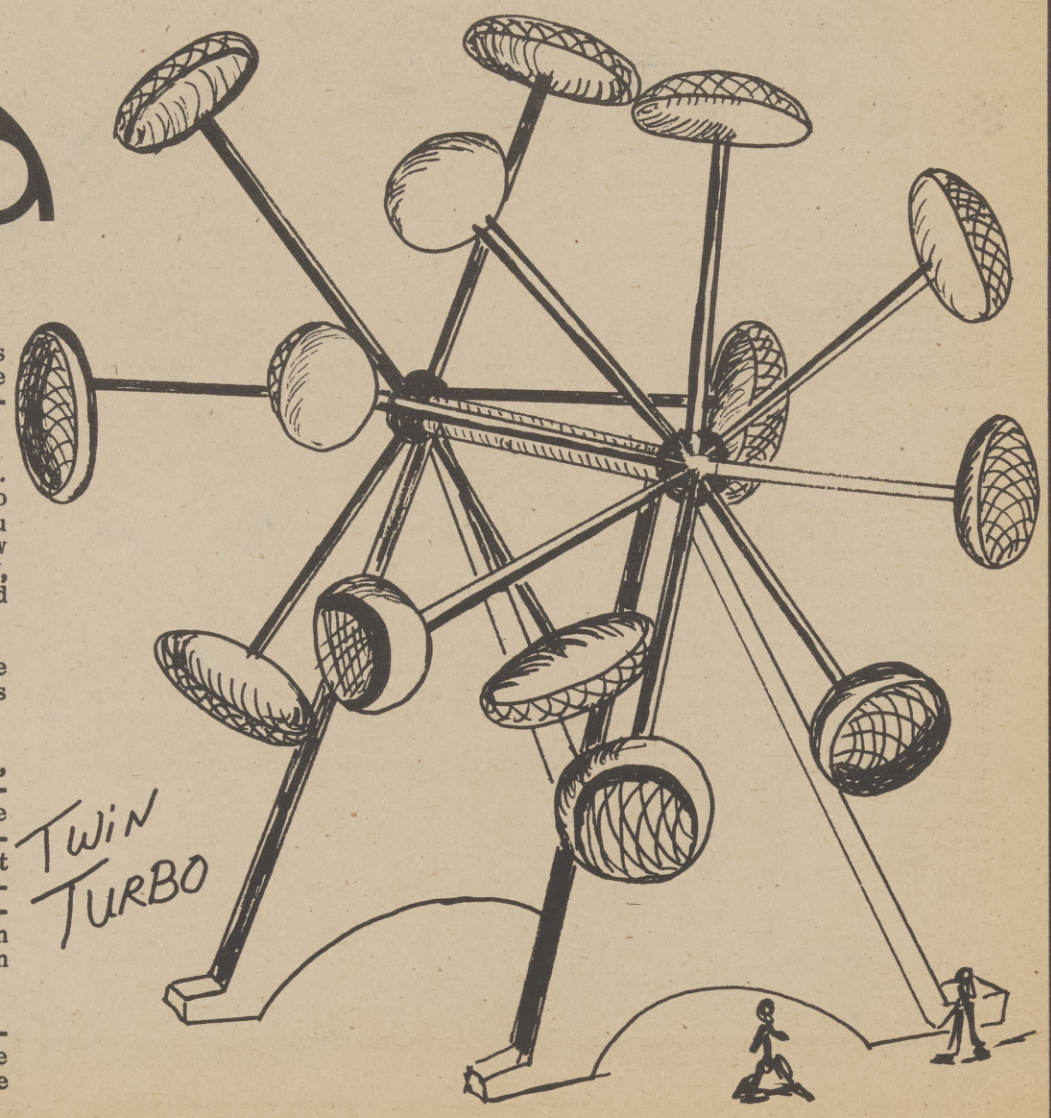
The growth of amusement areas in the U.S., especially theme parks, such as Magic Mountain and Disneyland in Southern California. In Florida - Disney World and the Six Flags Over Texas, has been a bonanza for the thrill ride industry.

Both Frank Hrubetz and Jack Eyerly do a good business also in Europe, Asia, Central and South America. Frank went on to tell me, he has a 'Round-Up' and other rides in Moscow, Russia.

Jack says he doesn't expand his line because it is all he can do to get an amusement operator to replace the old rides with new ones as it is.

"When we sell these rides, we specify that they have a safe indurance stress life of twenty-years. But we have 1,200 of our rides in use today, that are older than that." Under products liability laws, Jack says his company can be held liable for accidents no matter how old the equipment may be. He said more and more states are getting inspection laws that will get older, unsafe rides out of operation. Oregon, homebase for Eyerly and Hrubetz, is among one of the states with such a law, California is working on it.

I asked Frank about his new creation on the board. He says there's a small wooden model of it in the drafting room.



The Sacramento Observer ENTERTAINMENT GUIDE the happenings

WILLIAM H. LEE - Publisher

COCOA WALTHER — Entertainment Editor

EDITORIAL AND ADVERTISING OFFICES

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Musical Heritage At UCD

With 2 Part Jazz Residency

The Committee for Arts and Lectures has been awarded a matching grant by the National Endowment for the Arts to present a two-part jazz residency at the University of California, Davis.

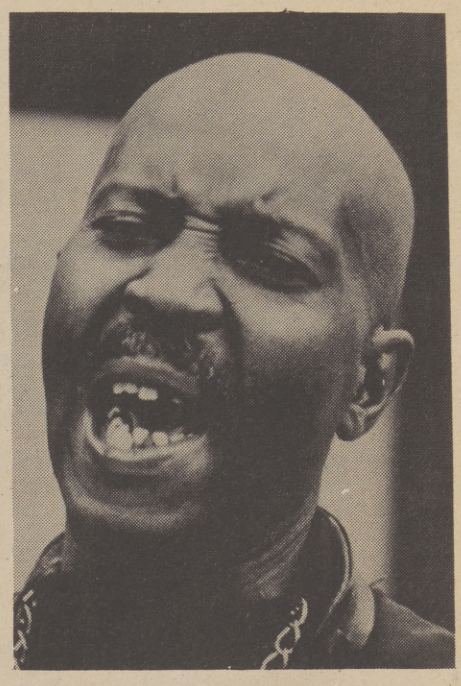
Purpose of the NEA jazz residency program, is to "encourage appreciation of this important part of the American musical heritage through interaction between established jazz artists and the public." The Committee for Arts and Lectures hopes for broad participation on the campus and in the community.

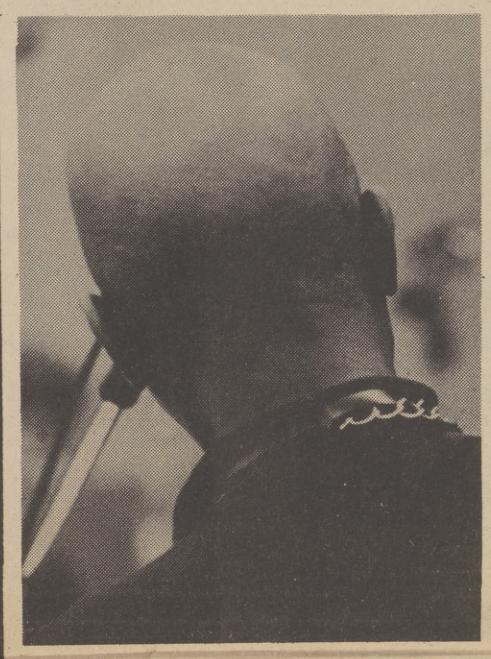
Donald Byrd and Earl "Fatha" Hines, the two artists chosen, each represent a different period and style in the history of jazz. Byrd, a musician in the modern or "bop" idiom, and Hines, almost a legend in the world of jazz, will each spend two days in residence on the Davis campus. They will work with students in workshops and clinics, give lecture/demonstrations, and present a public concert.

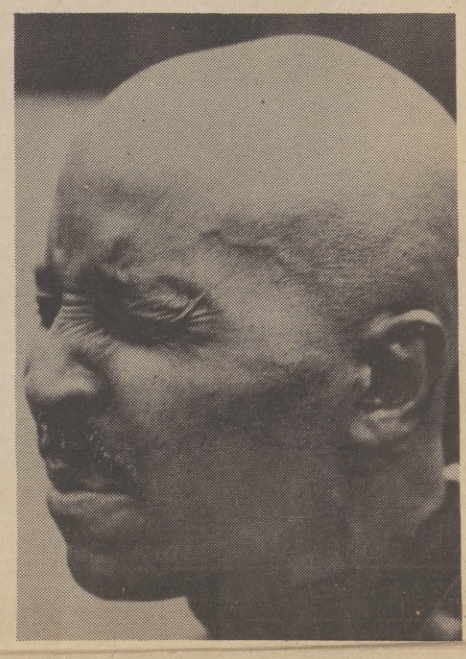
On November 1 and 2, members of the Donald Byrd Ensemble will live on the campus, meet with students, and offer workshops in specific instruments (such as brass, percussion, and wind). A lecture/demonstration in the history of jazz is also tentatively scheduled and, on November 2, the ensemble will perform in concert at 8:15 p.m., in Freeborn Hall, Byrd, a trumpeter, now teaches at Howard University. His most recent recordings, "Perspective," "Electric Byrd," and "Byrd in Flight," are representative of his style: cool but also playful and melodious. In 1967, he won Beat Magazine's "Best Trumpeter" award.

January 23 and 24, the dates of Earl "Fatha" Hines' residency, will be planned in much the same format, with the evening concert set for January 24. Still active today, Hines began playing piano in the twenties. Even as recently as the fifties, his unusual keyboard style influenced many a musician and, over a period of fifty years, he has incorporated many new jazz sounds into his own music. Most fans remember "Fatha" Hines for his moody theme song, "Deep Forest."

Complete details of arrangements for both residencies will be announced as schedules become more definite. For further information, call the CAL office (916) 752-2523.

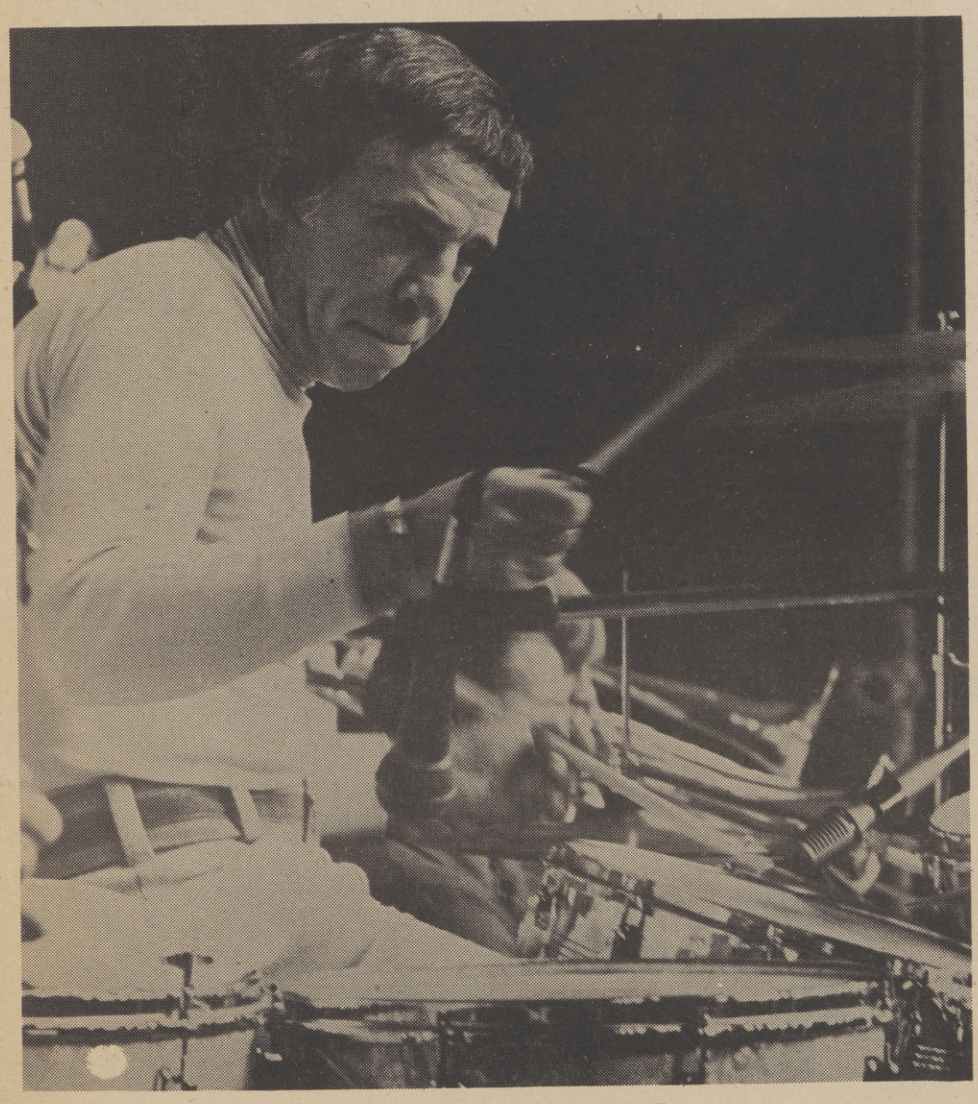






EDDIE "CLEANHEAD" VINSON

JAZZ



BUDDY RICH BIG BAND

FRIDAY'S PROGRAM ANNOUNCED FOR THE MONTEREY JAZZ FESTIVAL

The Monterey Jazz Festival has announced its Friday evening show, September 21.

Artists who will be appearing are:

The Pointer Sisters - new vocal group, long and leggy, who sing in a variety of styles from fortyish pop tunes, to the rapid fire jazz renditions of Lamberts, Hendricks and Ross.

The Buddy Rich Big Bang - Rich, who is frequently called by reviewers the greatest drummer in the world, leads a group of youthful musicians, forming one of the most exciting big bands playing today.

The Piano Playhouse - the Festival's title for a portion of this show featuring pianists John Lewis, Billy Taylor, Ellis Larkins and Toshiko Akiyoshi.

The Monterey Jazz Festival Quartet - Ray Brown, bass; Mundell Lowe, guitar; Roy Burns, drums; John Lewis, piano.

The Clare Fischer Quintet - Fischer plays a huge, experimental Yamaha, electric organ.

The Sixteenth Annual Monterey Jazz Festival is scheduled for September 21, 22, and 23. It will be held in the 7,000-seat outdoor arena on the Monterey County Fairgounds.

Other artists previously announced are: Mance Lipscombe, Jimmy Rogers, Dave Alexander, Bo Diddley, Eddie "Cleanhead" Vinson, Dizzy Gillespie, the Modern Jazz Quartet, Carmen McRae, Supersax, Ladd McIntosh, Max Roach, Milt Jackson, Sonny Stitt, Frank Rosolino, Elvin Jones, and the Thad Jones-Mel Lewis Band.

Also Percy, Tootie and Jimmy Heath; Conte and Pete Candoli; Stanley and Tommy Turrentine; Jackie and Roy; and Jimmy and Stacy Rowles.

Tickets are on sale at major agencies.

For information concerning housing during the Festival contact the Monterey Peninsula Visitors and Convention Bureau, Box 1770, Monterey, CA 93940, or telephone (408) 375-2252.

JUDY PACE AND JIM BROWN

'THE SLAMS'

Judy Pace sits upright in a director's chair on the set of "The Slams," attentive and eager. A passing train drowns out the commotion of movie production activity going inside the Lincoln Heights Jail, but she seems unaware of the locomotive. She absorbs the activity around her and smiles slightly.

"I love the fuss and activity of people working. When I first broke into films, I used to go onto sets to watch, picking up the mechanics of working in front of a camera. Even if I weren't working, I'd stay around until the close of a day's shooting. I was learning then, but I find myself experiencing the same excitement now," explains beautiful Judy Pace, who co-stars in MGM's "The Slams," with Jim Brown and Frank de Kova.

"I've worked a lot for the few years I've been in this business, but I realize that Black women have not been given the luxury of picking and choosing parts yet. There really isn't that much out there for Black women." She closes her eyes and clasps her hands together as if in meditation and gathers her thoughts.

"The kind of roles I would really like to play have not been written. If they've been written, I haven't read them yet. In most scripts, the Black woman is the last item and there is generally only one per picture. There are more roles for Black men than women, and I'm not begrudging them the opportunity, but I do wish women were given the same selectivity. Like, I would love to play situation or musical comedy. I wish they had more of that for Black women. Comedy to me is the hardest thing in the world to do and I love it.

"Like the role of Iris in 'The Slams.' This is the first time I've had the challenge of playing a character with more than one or two levels. She has a lot going for her. She's educated and she knows how to survive in both worlds, Black and White. I kind of like her."

Judy has recently taken on a new role as a mother. "My little girl's name is Shawn, but we call her Pie. Do you think she'll hate us for that when she is older? She is a little Aquarius, and I love her so much." Judy is married to Don Mitchell, a regular on the "Ironside" series.

As Judy is called before the cameras for a particularly demanding dramatic scene with Jim Brown, the determined actress leaves the definite impression that she will soon be playing comedy and a wide variety of other roles.

MOVIES

"Gordon's War," an anti-drug action thriller starring Paul Winfield, in his first role since being nominated for an Academy Award as Best Action in "Sounder," is now making the rounds of national moviehouses.

The Palomar Pictures International production for 20th Century-Fox release, directed by Ossie Davis, was filmed entirely on locations in New York. The film focuses on a group of Vietnam veterans who return to battle the drug traffic in Harlem.

Produced by Robert L. Schaffel, with Edgar J. Scherick serving as executive producer, "Gordon's War" co-stars Carl Lee, David Downing, Tony E. King and Gilbert Lewis. The screenplay was written by Howard Friedlander and Ed Spielman.

The film exposes the Harlem drug traffic and shows how it operates almost under the noses of the law in broad daylight on city streets. Actual locales where more narcotics are pushed than any other urban area in America are shown. Also seen for the first time, is how an actual heroin cutting room is operated.

One of the film's spectacular sequences is a chase with cars and a motorcycle, skidding, crashing, exploding and sideswiping at top speeds beginning on a Manhattan waterfront, continuing through the Brooklyn-Battery tunnel and ending up in the Redhook section of Brooklyn.

As a Most Valuable Player in college football and a pro star for six years with the Buffalo Bills, Denver Broncs and Oakland Raiders, Tony King had achieved fame, but he knew that it all could be gone with the next downfield block. So, he quit and became one of the top ten Black New York male models and a movie star.

King, who co-stars with Paul Winfield in the Palomar Pictures International production "Gordon's War," a 20th Century-Fox action-packed thriller decided on modeling and acting because it was close to the glamorous part of football he liked.

"I also wanted a future. Football is a ticket to nowhere unless you want to coach," says King.

"I always had a flare for the dramatics and I felt I was a kook enough to be star material."

The actor has had roles in "The King of Marvin Gardens," "Klute," "Shaft," and "The Godather." He has also appeared on television in "The Name of the Game," and commercials for Coca-Cola, Breeze, Cold Power and The Urban Coalition. In magazine ads, you may have seen him promote a famous cereal, a top brand cigarette, combs, a scotch whiskey and telephone equipment.

"Gordon's War" was directed by Ossie Davis from a screenplay by Howard Friedlander and Ed Spielman. Robert L. Schaffel produced with Edgar J. Scherick serving as executive producer.

BLACKS ON TV THIS WEEK

The Sacramento Observer

SEPTEMBER 15-21

Saturday
SEPTEMBER 15

MISSION' MAGIC - On Channel 13, at 10:30 a.m.

BASEBALL PRE-GAME SHOW - On Channel 3, at 11:00 a.m.

BASEBALL - The Pittsburgh Pirates meet the Cardinals at St. Louis, on Channel 3, at 11:15 a.m.

FAT ALBERT AND THE COSBY KIDS- On Channel 10, at 12:30 p.m.

COLLEGE FOOTBALL PREVIEW - On Channel 13, at 12:30 p.m.

DEMOCRATIC TELETHON - Special: "America Goes Public," with Rosey Grier, Leslie Uggams on Channel 3, at 4:00 p.m.

NFL GAME OF THE WEEK - On Channel 40, at 4:30 p.m.

WIDE WORLD OF SPORTS - At press time, ABC was unable to confirm any of its segments. The Sept. 10 heavyweight bout between Muhammad Ali and Ken Norton, at the Forum, in Los Angeles, is a strong possibility, on Channel 13, at 5:00 p.m.

DEMOCRATIC TELETHON - Special: on Channel 3, at 7:00 p.m.

LAWRENCE WELK - With Arthur Duncan, on Channel 13, at 7:00 p.m.

TOM JONES - Variety, headlining Sammay Davis Jr., on Channel 40, at 8:00 p.m.

M*A*S*H - Starring Odessa Cleveland, on Channel 10, at 8:30 p.m.

Sunday
SEPTEMBER 16

TO BE SOMEBODY BLACK - On Channel 3, at 8:30 a.m.

NEW DIRECTIONS - On Channel 10, at 8:30 a.m.

I BELIEVE IN MIRACLES - On Channel 10, at 9:00 a.m.

PRO FOOTBALL - On Channel 10, at 9:30 a.m.

PRO FOOTBALL - Return: The San Francisco 49ers and the Dolphins open their seasons at Miami, on Channel 10, at 10:00 a.m.

PRO FOOTBALL - Return: The Oakland Raiders and the Minnesota Vikings open their season at Bloomington, on Channel 3, at 11:00 a.m.

COLLEGE FOOTBALL 1973 - Scheduled, Oregon State vs. Auburn, Mississippi vs. Missouri, Minnesota vs. Ohio State, on Channel 13, at 12 Noon.

PRO FOOTBALL - Return: The Los Angeles Rams and the Chiefs kick off their season at Kansas City, Mo., on Channel 10, at 1:00 p.m.

URBAN LEAGUE PRESENTS - On Channel 13, at 2:30 p.m.

OZZIES'S GIRLS - On Channel 10, at 7:00 p.m.

LET'S MAKE A DEAL - On Channel 13, at 7:00 p.m.

MANNIX - Starring Gail Fisher, on Channel 10, at 8:30 p.m.

STEVE AND EYDIE . . . ON STAGE - Highlighting Sugar Ray Robinson, on Channel 3, at 9:30 p.m.

Monday
SEPTEMBER 17

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

BASEBALL - The Giants meet the Dodgers at Los Angeles, on Channel 40, at 8:00 p.m.

HERE'S LUCY - With football great, O. J. Simpson, on Channel 10, at 9:00 p.m.

ROOKIES - Starring Georg Stanford Brown, and Michael Ontkean, on Channel 13, at 9:00 p.m.

Tuesday
SEPTEMBER 18

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

NEWLYWED GAME - On Channel 13, at 2:00 p.m.

BASEBALL - The Giants meet the Dodgers at Los Angeles, on Channel 40, at 8:00 p.m.

Wednesday
SEPTEMBER 19

SUMMER SEMESTER - "The Immigrant in America life. Conflicts between Blacks and 'hard-hat' ethnics," is the topic on Channel 10, at 6:30 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

NEWLYWED GAME - On Channel 13, at 2:00 p.m.

MATCH GAME '73 - With Stu Gilliam, on Channel 10, at 2:30 p.m.

POLICE SURGEON - On Channel 10, at 7:30 p.m.

LOVE THY NEIGHBOR - Comedy, with Janet MacLachlan, and Harrison Page, on Channel 13, at 8:00 p.m.

DAN AUGUST - Starring Billy Dee Williams, on Channel 10, at 10:00 p.m.

Thursday
SEPTEMBER 20

MATCH GAME '73 - With Stu Gilliam on Channel 10, at 2:30 p.m.

MIKE DOUGLAS - With entertainer, Altovese Davis, on Channel 10, at 4:00 p.m.

FLIP WILSON SHOW - With an all comedy starring Richard Pryor and Gladys Knight and the Pips, on Channel 3, at 8:00 p.m.

IRONSIDE - Starring Don Mitchell, on Channel 3, at 9:00 p.m.

NBC FOLLIES - Vareity with Sammy Davis, Jr., and Johnny Brown, on Channel 3, at 10:00 p.m.

STREETS OF SAN FRANCISCO - Crime drama, on Channel 13, at 10:00 p.m.

Friday
SEPTEMBER 21

SUMMER SEMESTER - The future of Afro-Americans, is discussed on Channel 10, at 6:30 a.m.

LET'S MAKE A DEAL - On Channel 13, at 1:30 p.m.

NEWLYWED GAME - On Channel 13, at 2:00 p.m.

MATCH GAME '73 - With Stu Gilliam, on Channel 10, at 2:30 p.m.

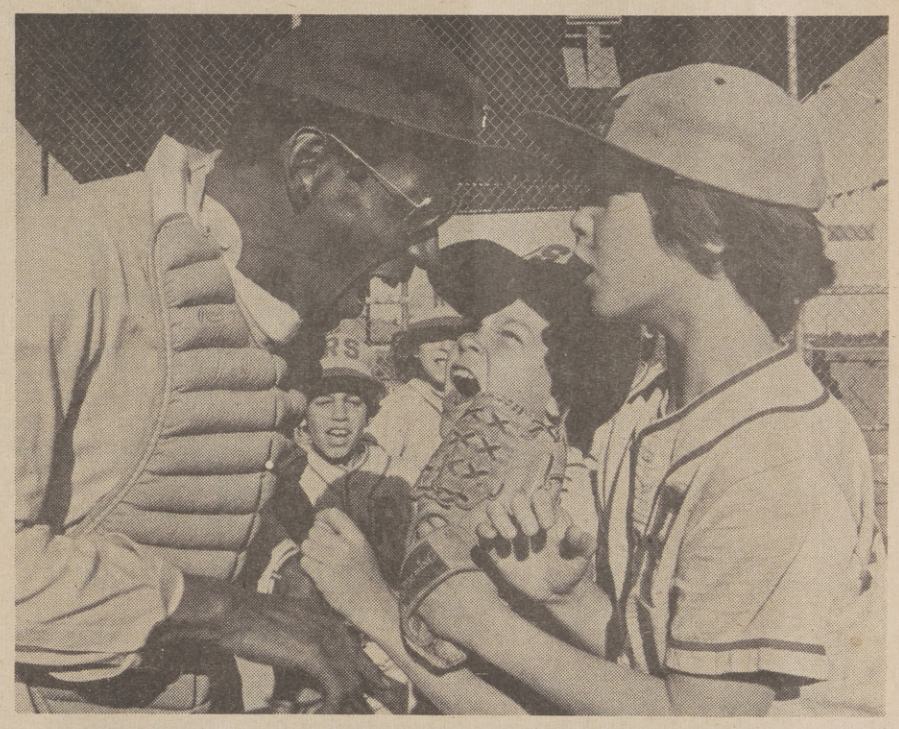
MOD SQUAD - Starring Clarence Williams, III, on Channel 40, at 5:00 p.m.

SANFORD AND SON - Starring Redd Foxx and Demond Wilson, on Channel 3 at 8:00 p.m.

BLACK PERSPECTIVE ON THE NEWS - On Channel 6, at 8:30 p.m.

ROOM 222 - Starring Denise Nichols, and Lloyd Haynes, on Channel 13, at 9:00 p.m.

MIDNIGHT SPECIAL - With Curtis Mayfield, on Channel 3 at 1:00 a.m.



Comedian Stu Gilliam may be wearing glasses, but some of these young baseball players seem to be arguing about his ability to see clearly when he makes a guest appearance as their umpire-coach in a Little League practice game.

It's all an act, though. The Woodland Hills, Calif., Little League Red Sox are just exchanging good-natured banter with the actor, who stars this fall in "Roll Out," a new comedy series on the CBS Television Network.

After a day's workout with Gilliam, the Red Sox may not be a better team - but it's sure to be a happy one.

Gilliam, on hiatus from filming, shares a few pointers on baseball - and comedy - with the Little Leaguers. He's a good all-around player but specializes in catching. Behind the plate, he shows the catcher the proper stance, how to tag a sliding runner or what distance should be maintained between the catcher and the batter.

Even though Gilliam and the kids are serious about the skills of the game, the underlying tone is always fun.

Gilliam's comedy is catching (no pun intended). The team is apt to bombard its fun-loving, guest coach with baseballs when he least expects it.

CAN YOU USE SOME EXTRA CASH?

Every Tuesday through Friday at 7 PM, Channel 10 viewers have a chance to win big cash jackpots on Bowling for Dollars.

Everyone is eligible to enter as a Pin Pal. Contestants must be 18 or older. It's easy, it's fun, it's Northern California's biggest give-away show.

Join Ken Gimblin tonight and learn how to enter. He wants to hear from **you.**

BOWLING FOR DOLLARS

TUESDAY–FRIDAY
7:00 PM

KXTV 10

'Let's Get It On' Turns Gold In One Day

"Let's Get It On," Marvin Gaye's follow-up album to his three million plus selling single of the same title, turned gold the day it was released, and is the fastest selling album in the history of Motown Record Corporation, it was announced today by Ewart Abner, President.

In making the announcement Abner observed: "The phenomena of the situation is that orders for the album surpassed a quarter of a million dollars every hour for an eight hour period.

"The single, which is being referred to by many as the Soul National Anthem for 1973, is going strong; and the response for this album is so great that the pressing plants, even on an overtime basis, can't fill the orders."

"Let's Get It On," is a sensitive concept album dealing with the emotions of love, which has a broader range of appeal than anything previously recorded by the artist.

MUSIC

Rocking Start At UCD With Fleetwood Mac

The new year at UC Davis gets off to a rocking start Thursday, September 20, when British rock band Fleetwood Mac and soul singer Joe Hicks made the first stop of their U.S. tour in Freeborn Hall for a pillow concert.

Fleetweed Mac has been a well-known name to rock music fans since 1967 when the band was started by two alumni of the legendary John Mayall's Blues Breakers. The Fleetwood Mac of that time is remembered as perhaps the best blues band ever to come from England. Since then, the band's sound has evolved from blues to something more unique.

Charter members Mick Fleetwood and John McVie are still there to keep the music solidly rooted in blues, but vocalist Christine McVie and the rest of the band have added a more melodic influence. The resulting synthesis has been very successful. To date Fleetwood Mac has sold over thirteen million records and their latest album, Penguin, is a best seller.

The ASUCD Entertainment Board presents this show, which begins at 9:00 (doors open at 8:00). Tickets are $3.50 ASUCD and $4.50 general. They can be purchased at the MU Box Office in Davis and both Tower Outlets in Sacramento.

Watts Summer Festival '73 Was A Smash

Last month, August 19, at the Los Angeles Memorial Coliseum, over 80,000 persons gathered together for the largest regularly held concert in the country, the Watts Summer Festival Concert '73. The concert was a benefit for the Watts Summer Festival and highlighted the festival week which included among its many activities a parade and park displays.

World renowned celebrities and recording artists from all over the world came into Los Angeles to participate in the days' events. On hand and ready to perform were Stax recording artists, The Soul Children; United Artists hitmaker, Bobby Womack; the Intruders and Billy Paul from Philadelphia International, Barbara Mason, Barry White, Love Unlimited, Azteca, El Chicano, Edwin Starr, The Dramatics, Bloodstone, The Infallibles, Thelma Houston, and M. C. Richard Pryor. It was truly shaping up to be quite a day.

Throughout the performance a blue sky and an average temperature of 95 degrees, greeted the crowds who danced along in their seats with the performers.

All day long, one after another, the artists gave their best to their fans and they loved every minute of it.

Truly a day to remember, a benefit for the Watts Summer Festival, a benefit for the people. "A Better Watts, A Better World."

Willie Davis, owner of Willie Davis Distributing Co., who distributes for Schlitz Brewing Com., is shown with Stax recording artists, The Soul Children, at the recent Watts Summer Festival Concert '73. The concert was held at the Los Angeles Memorial Coliseum last month, and attracted crowds of 80,000. The Soul Children were joined by such stars as Bobby Womack, the Intruders, Azteca and many others.

CURRENT LP RELEASES.....

These Records Available At COLES VARIETY

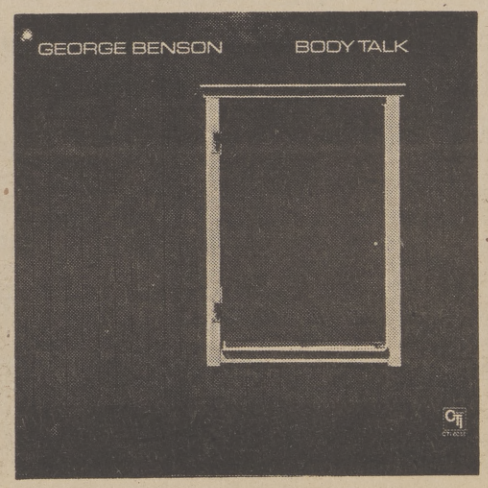
THE ISLEY BROTHERS 3+3

THAT LADY

STANLEY TURRENTINE

DON'T MESS WITH MISTER T

GEORGE BENSON



BODY TALK

SHIRLEY BASSEY

LIVE AT CARNEGIE HALL

JAZZ IN REVIEW

by MICHAEL Y. CORBETT
Observer Correspondent

When it comes to the alto saxophone, there is probably no one who plays any funkier than Lou Donaldson. He has maintained this distinction for quite some time.

Further, Donaldson apparently takes great pride in his ability, and by his own admission, everything he plays is funky.

In fact, as the ultimate in displaying his pride, prowess and confidence he once released an album entitled, "Everything I Play Is Funky," (Blue Note, BST-84339).

And though Lou Donaldson is categorized as a jazz musician, and if labels are necessary, rightly so, one cannot help but believe that he would be equally at ease and effective with some rhythm and blues group.

Fortunately, Donaldson likes to record relatively frequently, and he has just released a new album entitled "Sassy Soul Strut," (Blue Note, BN-LA109-F).

As usual, he gets right down to business, boring into his forte and setting the mood for the entire album from the very first cut.

Once again, Donaldson has included a few "Top 40" tunes, a practice he seems content to perpetuate, and an excellent approach to broadening his audience, and demonstrating his tremendous depth and versatility.

Also included on "Sassy Soul Strut," is a tune that is heard by millions each week, if we lend credence to the Neilson television ratings. The tune is the "Sanford and Son Theme," and Lou does it well.

Not surprisingly, Donaldson's style and delivery remain his own, and once again he has surrounded himself with competent accompanists.

For unlike some musicians, Donaldson does not overly invest in his own talents, though they are considerable, as he does not foresake good sidemen for the purpose of expanding his individual exposure.

So, once again, Lou Donaldson has provided the listening public with an enjoyable opportunity to check out his somewhat unique ability to fuse mellowness and vitality, with a certain visceral approach, to produce a sound that defies labels.

But whatever the exact nomenclature for Donaldson's music might be, and I am sure musicologists can come up with a seemingly appropriate category, he is indeed his usually sassy self on "Sassy Soul Strut."

ON THE GO ...

It will be a series of jointed steel arms with free spinning seats on them. The arms will spin out from a central post, giving the rider a spinning, whip-like effect. It will be called "The Firebird."

So you see, there's a lot more than your fare, some neon and steel on those dizzy, crazy, carnival rides at fairs.

Think about it, next time you purchase a ticket for a moment, or two of a quick thrill.

It's Monday after the Sunday that I was at the California State Fair's FIRST annual "Get Your Ass In Gear," donkey ride . . . without going into the bitter facts of what did or didn't happen, etc. An unforeseen problem caused this columnist to 'Scratch His Ass in The Third Heat' . . . but to save the day for this paper, as well as myself . . . I must give credit where credit is due . . . my continued thanks to the very talented and lovely CLEORA BRADLEY, of THE SACRAMENTO OBSERVER, for offering to substitute as the rider of "my ass." The unforeseen problems, was the fact this columnist weighs in at a cool 363 lbs. (and the owner's of the donkey's that were used in the race, felt they just couldn't put me on the backs of their animals). We didn't make the winner's circle, but we did show . . . and to Cleora . . . from the column always, "you can always ride my ass!" ERIC CHARLES also of the OBSERVER, placed in the same heat. All in all, it was a great day for close to 900 members and familes of the Media. Who knows what might happen next year . . . (hey . . . dig! I could always carry the ass on my shoulders, as some of my closest friends, feel I do already) . . GEE THANKS!!

My thanks to LEE WILLIAMS for the flyers he made up, that were passed out in conjunction with the race.

"PATCHWORK QUILT," has returned to the Redwood Lounge, Wed., thru Sundays. Group consists of Dave Fonts, bass; Ray Torres, drummer; Sonny Paseolis, lead; Jerry Lopes, vocalist; Judy Ayers, vocalist; and Bill Norton, organist . . . Detroiter, BOB MARSHALL in town checking out byways and in-ways of all groovy sets . . . REYNOLDS recording artist, CELEST HARDIE, currently appearing at the QT in S.F., has her first single on the airways . . . "You're Gone," and is seen on this photo with (left-right), Paul Reynolds owner of Reynolds Records, Celest and Johnny Simpson - TV personality in the Bay Area . . .

CAMILLE BARNES reads "on the go with cocoa," do you suppose she knows somethings you should?

PAGE CAVANAUGH AT HAROLD'S CLUB

The Page Cavanaugh Trio continues their jazz stylings in Harolds Club Silver Dollar Room at 10 p.m., midnight and 2 a.m.

Pianist Cavanaugh plays the popular tunes of the 40's and 50's and contemporary hits with ease and his special musical touch.

The powerful voice of Floyd Drake provides easy listening of pop, jazz and soft jazz rock for table-holders. Including requests in each 45-minute show, Drake appears each evening at 8, 11 and 1 a.m.

Drake's credits include singing the "Star Spangled Banner," for the Oakland A's baseball team and Oakland Raiders football team.

Young Country, formerly the New Generation Singers, perform rock and popular songs as well as folk and country music. Entertaining for all ages, Young Country has considerable experience singing at conventions and USO tours to Vietnam. They are on stage at 6, 7 and 9 p.m.

The Page Cavanaugh Trio appears nightly at Harolds Club Silver Dollar Room through October 1. Opening October 2, will be the Mary Kaye Trio backed by Drake and Young Country.

The Sacramento Observer

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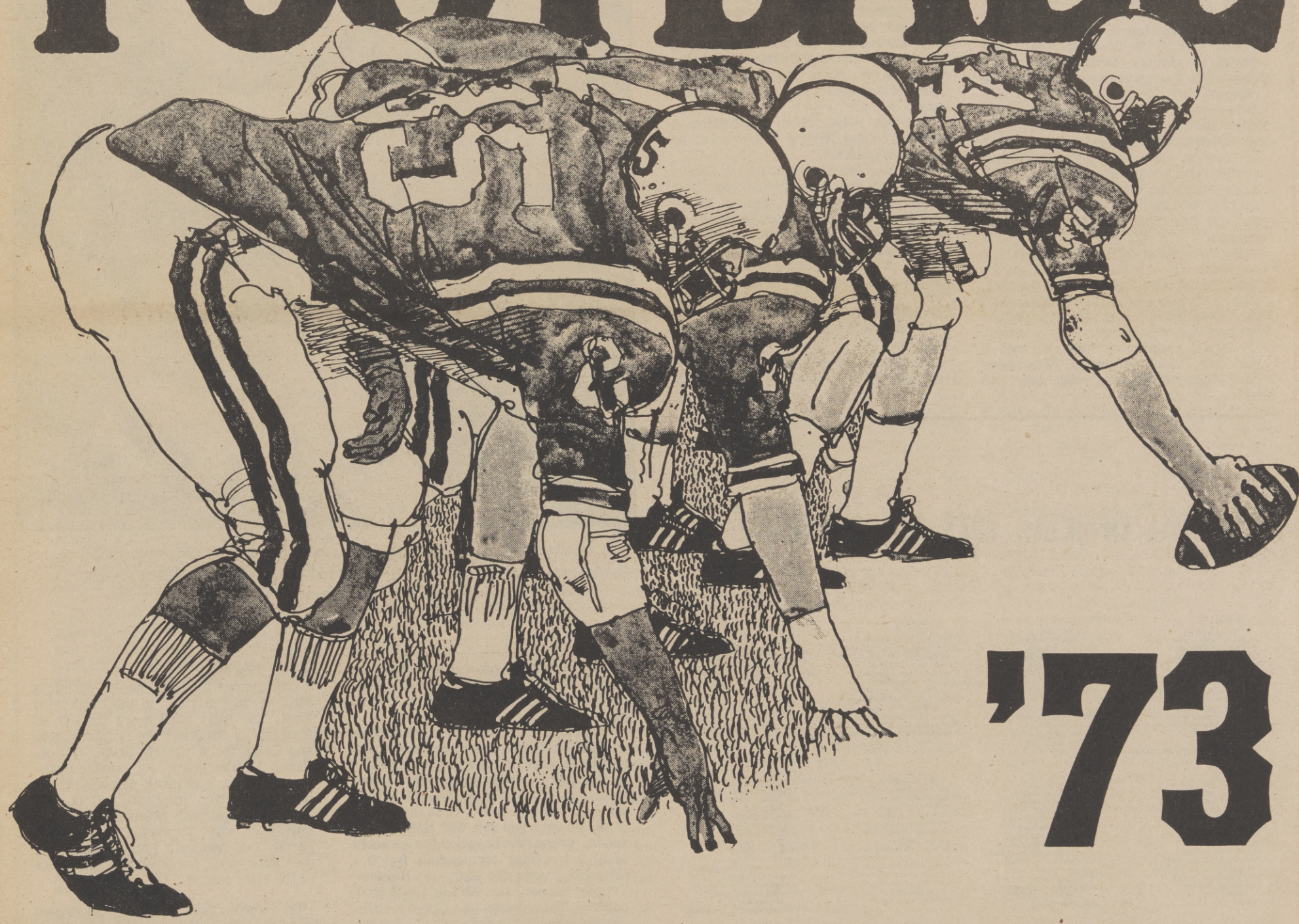
FOOTBALL '73 PREVIEW



The Sacramento Observer

football

O.J. SIMPSON FINALLY HAS MADE IT

Orenthal James Simpson. 26. 6-2. 205. The American Dream machine. Born July 9, 1947, Stanford Hospital, Palo Alto. USC All American, 1967-68. Heisman Trophy, 1968. Buffalo Bills first draft choice, 1969. From Patero Hill to the top of the mountain, a push-button hilltop home above Southern California's exclusive Bel Air.

At last, the Buffalo Bills are an attraction. They have O. J. Simpson and a new stadium.

For the first time, the NFL has dared to display the Bills in a Monday night TV game, with O. J. running against the Chiefs in their new 80,-000-seat suburban palace. Now all the Bills need are a few blockers or O. J. except that with a good offensive line in front of him, he might be outlawed.

"We don't have an offensive line," Lou Saban, the Bills' coach, confessed midway through last season. "We have not had one since the beginning of the season."

Injuries wiped out the Bills' line. But somehow O. J. ran for 1,251 yards, not only the AFC high but also the NFL high. Larry Brown of the Redskins was the NFC leader with 1,216 yard, but he had better blocking. Much better. O. J. was running by himself most of the time, which is why the Bills chose two offensive linemen with their two first-round draft choices - tackle Paul Seymour of Michigan and guard Joe De Lamielleure of Michigan State.

"We're hoping that both of them will be starters for us," Saban said.

But a few weeks later, De Lamielleure informed the Bills that he was unsure about pursuing an NFL career. He gave "health reasons" as his explanation. Naturally, the Bills were sorry for De Lamielleure and hoped that his health would improve. But they were sorry for themselves, too, for having wasted a first-round choice on a player whom they might never even get a chance to inspect at training camp.

For the Bills, such a situation is normal, especially if it involves an offensive lineman.

Late last season, right tackle Donnie Green was the only lineman to have played in all the Bills' games. At the time, there had been eight different right guards, four centers, two left guards and three left tackles. The injuries had begun during the exhibition games and when the Bills went into their first offensive huddle in the season opener, O.J. asked:

"Does everybody here know everybody else?"

No matter how many linemen the Bills use this season, there is only one O. J., inimitable as a runner and as a person. Another running back might have sulked last season, but O. J. smiled.

"If the hole is there," he said, "you can get in there and slide. But if it's not there, there's not much you can do."

The hole must have been there sometimes, at least a little bit. And that's all O. J. needs. In his first three seasons, he had run for 697, 488 and 742 yards, respectively, good for someone else, but nothing tremendous for O.J. Simpson, once the USC, the Heisman Trophy winner, the NFL's No. 1 draft choice. The reason was that the Bills' offense wasn't geared to O. J., but last season, when Saban returned as coach after leaving the Broncos, the offense was retooled to make the best possible use of O.J.'s gifts.

O. J. knew that Saban had been the Broncos' coach when Floyd Little was the AFC's leading rusher.

"I knew Lou liked to run the ball," O. J. says. "When he told me he'd use me a lot, I believed him."

Saban's coaching philosophy also influenced O.J.'s willingness to sign a new long-term contract with the Bills a year ago, thereby stifling speculations that he would play out his option in order to join another NFL club, presumably a California team.

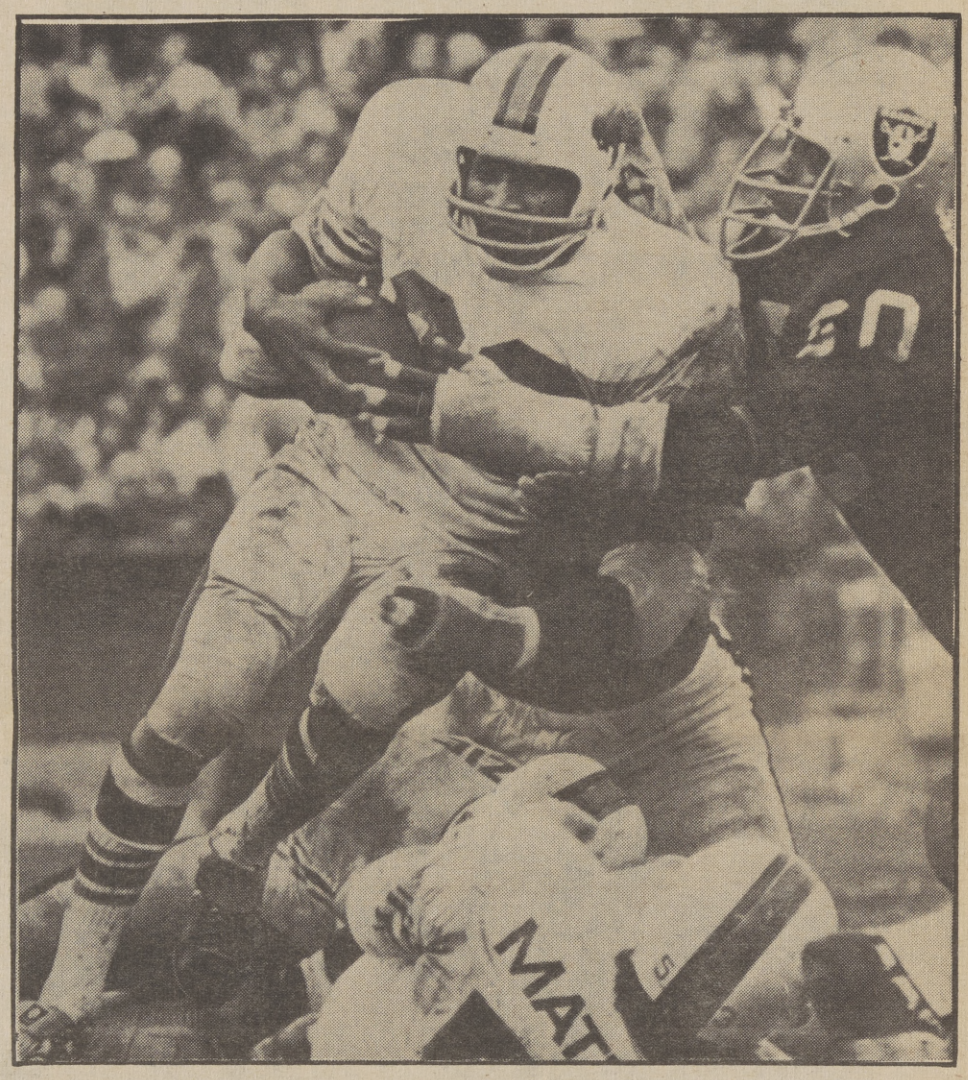
"I've cried with these guys," he said when he signed. "I want to drink champagne with them."

The grapes for that champagne might still be on the vine. In the tough AFC East, the Bills need more than O. J. Simpson to challenge the Dolphins, Jets and Colts for a playoff berth. On offense, Dennis Shaw is a capable quarterback with superstar potential if his pass protection improves. J. D. Hill also has superstar potential as a wide receiver, with 52 receptions for 754 yards last season. Bob Chandler is the other wide receiver and Jan White is the tight end.

On defense, Bob James has developed into an All - AFC cornerback. Wait Patulski, in his second season, will be an improved pass-rusher. Jim Cheyunski has been obtained from the Patriots for Edgar Chandler in a trade of middle linebackers.

But the essence of the Bills' improvement will depend on the improvement of the offensive line. Mike Montler, an experienced guard, was acquired from the Patriots after De Lamielleure doubted he would play. Improved or not, the Bills at least should be inspired by their new stadium after so many dreary seasons in War Memorial Stadium.

The new stadium's name created a controversy in Buffalo but it shouldn't have. The easy solution would've been to call it O. J. Stadium.



In addition to being the NFL,s leading ground gainer with 1251 yards in 292 attempts, O. J. made six TDs and snagged 27 passes during the 1972 season.

THE OFFICIAL 1973 NFC SCHEDULE

1ST WEEK
SUNDAY, SEPT. 16
ATLANTA AT NEW ORLEANS
BALTIMORE AT CLEVELAND
BUFFALO AT NEW ENGLAND
CINCINNATI AT DENVER
DALLAS AT CHICAGO
DETROIT AT PITTSUBURGH
HOUSTON AT NEW YORK GIANTS
LOS ANGELES AT KANSAS CITY
OAKLAND AT MINNESOTA
ST. LOUIS AT PHILADELPHIA
SAN DIEGO AT WASHINGTON
SAN FRANCISCO AT MIAMI
MONDAY, SEPT. 17
NEW YORK JETS VS. GREEN BAY AT MILWAUKEE

2ND WEEK
SUNDAY, SEPT. 23
ATLANTA AT LOS ANGELES
BUFFALO AT SAN DIEGO
CLEVELAND AT PITTSBURGH
DETROIT AT GREEN BAY
HOUSTON AT CINCINNATI
KANSAS CITY AT NEW ENGLAND
MIAMI AT OAKLAND
MINNESOTA AT CHICAGO
NEW YORK JETS AT BALTIMORE
PHILADELPHIA AT NEW YORK GIANTS
SAN FRANCISCO AT DENVER
WASHINGTON AT ST. LOUIS
MONDAY, SEPT. 24
NEW ORLEANS AT DALLAS

3RD WEEK
SUNDAY, SEPT. 30
CHICAGO AT DENVER
CINCINNATI AT SAN DIEGO
GREEN BAY AT MINNESOTA
LOS ANGELES AT SAN FRANCISCO
NEW ENGLAND AT MIAMI
NEW ORLEANS AT BALTIMORE
NEW YORK GIANTS AT CLEVELAND
NEW YORK JETS AT BUFFALO
OAKLAND AT KANSAS CITY
PITTSBURGH AT HOUSTON
ST. LOUIS AT DALLAS
WASHINGTON AT PHILADELPHIA
MONDAY, OCT. 1
ATLANTA AT DETROIT

4TH WEEK
SUNDAY, OCT. 7
BALTIMORE AT NEW ENGLAND
CHICAGO AT NEW ORLEANS
CLEVELAND AT CINCINNATI
DENVER AT KANSAS CITY
GREEN BAY AT NEW YORK GIANTS
LOS ANGELES AT HOUSTON
MIAMI AT NEW YORK JETS
MINNESOTA AT DETROIT
OAKLAND AT ST. LOUIS
PHILADELPHIA AT BUFFALO
SAN DIEGO AT PITTSBURGH
SAN FRANCISCO AT ATLANTA
MONDAY, OCT. 8
DALLAS AT WASHINGTON

5TH WEEK
SUNDAY, OCT. 14
BALTIMORE AT BUFFALO
CHICAGO AT ATLANTA
DALLAS AT LOS ANGELES
DENVER AT HOUSTON
DETROIT AT NEW ORLEANS
KANSAS CITY VS. GREEN BAY AT MILWAUKEE
MINNESOTA AT SAN FRANCISCO
NEW ENGLAND AT NEW YORK JETS
PHILADELPHIA AT ST. LOUIS
PITTSBURGH AT CINCINNATI
SAN DIEGO AT OAKLAND
WASHINGTON AT NEW YORK GIANTS
MONDAY, OCT. 15
MIAMI AT CLEVELAND

6TH WEEK
SUNDAY, OCT. 21
ATLANTA AT SAN DIEGO
BALTIMORE AT DETROIT
BUFFALO AT MIAMI
GREEN BAY AT LOS ANGELES
HOUSTON AT CLEVELAND
KANSAS CITY AT CINCINNATI
NEW ENGLAND AT CHICAGO
NEW ORLEANS AT SAN FRANCISCO
NEW YORK GIANTS AT DALLAS
PHILADELPHIA AT MINNESOTA
PITTSBURGH AT NEW YORK JETS
ST. LOUIS AT WASHINGTON
MONDAY, OCT. 22
OAKLAND AT DENVER

7TH WEEK
SUNDAY, OCT. 28
ATLANTA AT SAN FRANCISCO
CINCINNATI AT PITTSBURGH
DALLAS AT PHILADELPHIA
DENVER AT NEW YORK JETS
GREEN BAY AT DETROIT
LOS ANGELES AT MINNESOTA
MIAMI AT NEW ENLGAND
NEW YORK GIANTS AT ST. LOUIS
OAKLAND AT BALTIMORE
SAN DIEGO AT CLEVELAND
WASHINGTON AT NEW ORLEANS
MONDAY, OCT. 29
KANSAS CITY AT BUFFALO

8TH WEEK
SUNDAY, NOV. 4
BUFFALO AT NEW ORLEANS
CHICAGO AT GREEN BAY
CINCINNATI AT DALLAS
CLEVELAND AT MINNESOTA
DENVER AT ST. LOUIS
HOUSTON AT BALTIMORE
KANSAS CITY AT SAN DIEGO
LOS ANGELES AT ATLANTA
NEW ENGLAND AT PHILADELPHIA
NEW YORK GIANTS AT OAKLAND
NEW YORK JETS AT MIAMI
SAN FRANCISCO AT DETROIT
MONDAY, NOV. 5
WASHINGTON AT PITTSBURGH

9TH WEEK
SUNDAY, NOV. 11
ATLANTA AT PHILADELPHIA
BALTIMORE AT MIAMI
CINCINNATI AT BUFFALO
CLEVELAND AT HOUSTON
DALLAS AT NEW YORK GIANTS
DETROIT AT MINNESOTA
NEW ORLEANS AT LOS ANGELES
NEW YORK JETS AT NEW ENGLAND
PITTSBURGH AT OAKLAND
ST. LOUIS AT GREEN BAY
SAN DIEGO AT DENVER
SAN FRANCISCO AT WASHINGTON
MONDAY, NOV. 12
CHICAGO AT KANSAS CITY

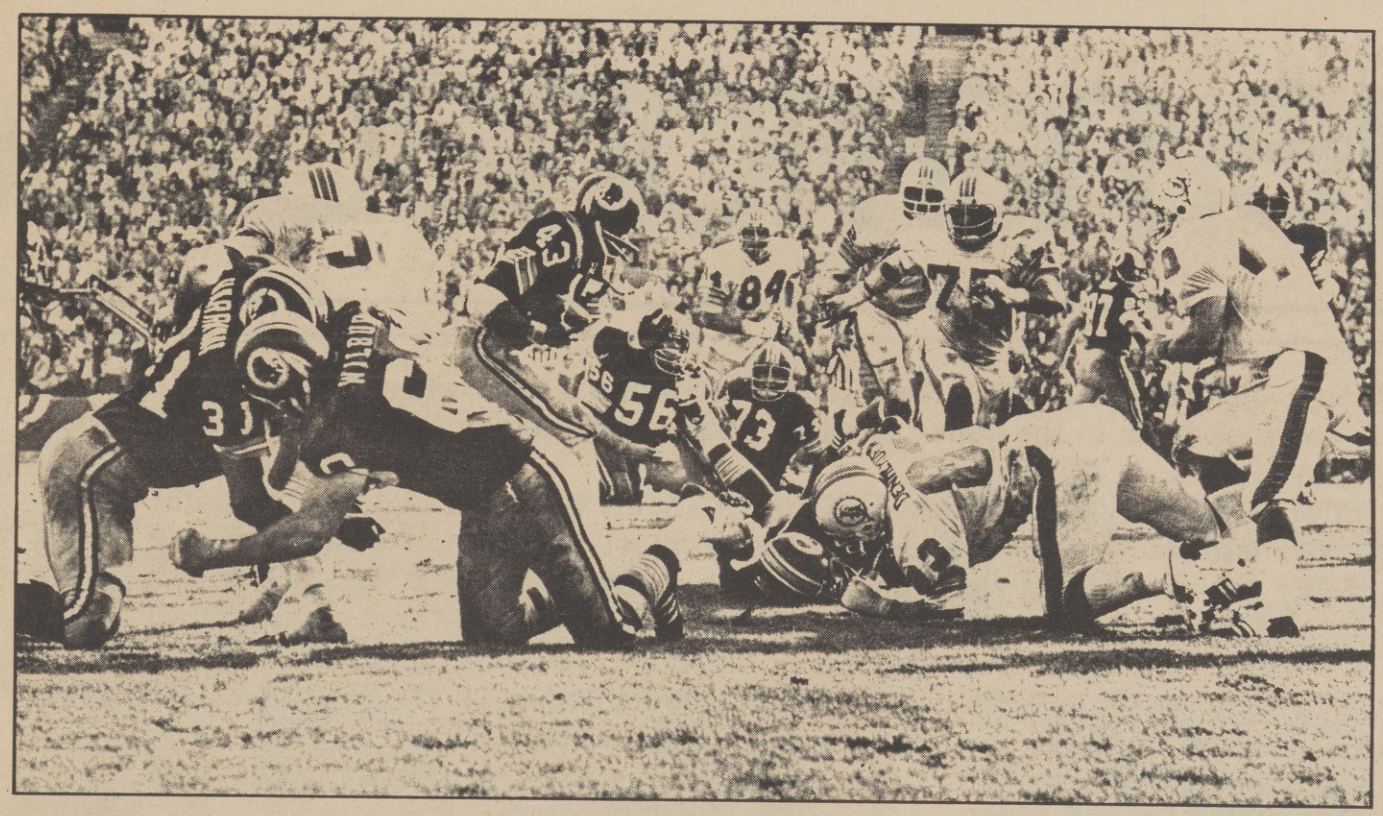
10TH WEEK
SUNDAY, NOV. 18
BALTIMORE AT WASHINGTON
CLEVELAND AT OAKLAND
DENVER AT PITTSBURGH
DETROIT AT CHICAGO
GREEN BAY AT NEW ENGLAND
HOUSTON AT KANSAS CITY
MIAMI AT BUFFALO
NEW ORLEANS AT SAN DIEGO
NEW YORK JETS AT CINCINNATI
PHILADELPHIA AT DALLAS
ST. LOUIS AT NEW YORK GIANTS
SAN FRANCISCO AT LOS ANGELES
MONDAY, NOV. 19
MINNESOTA AT ATLANTA

11TH WEEK
THURSDAY, NOV. 22 (THANKSGIVING)
WASHINGTON AT DETROIT
MIAMI AT DALLAS
SUNDAY, NOV. 25
ATLANTA AT NEW YORK JETS
BUFFALO AT BALTIMORE
CHICAGO AT MINNESOTA
KANSAS CITY AT DENVER
LOS ANGELES AT NEW ORLEANS
NEW ENGLAND AT HOUSTON
NEW YORK GIANTS AT PHILADELPHIA
OAKLAND AT SAN DIEGO
PITTSBURGH AT CLEVELAND
ST. LOUIS AT CINCINNATI
MONDAY, NOV. 26
GREEN BAY AT SAN FRANCISCO

12TH WEEK
SUNDAY, DEC. 2
BALTIMORE AT NEW YORK JETS
BUFFALO AT ATLANTA
CLEVELAND AT KANSAS CITY.
DALLAS AT DENVER
DETROIT AT ST. LOUIS
LOS ANGELES AT CHICAGO
MINNESOTA AT CINCINNATI
NEW ORLEANS VS. GREEN BAY AT MILWAUKEE
NEW YORK GIANTS AT WASHINGTON
OAKLAND AT HOUSTON
PHILADELPHIA AT SAN FRANCISCO
SAN DIEGO AT NEW ENGLAND
MONDAY, DEC. 3
PITTSBURGH AT MIAMI

13TH WEEK
SATURDAY, DEC. 8
KANSAS CITY AT OAKLAND
MINNESOTA AT GREEN BAY
SUNDAY, DEC. 9
CHICAGO AT DETROIT
CINCINNATI AT CLEVELAND
DENVER AT SAN DIEGO
HOUSTON AT PITTSBURGH
MIAMI AT BALTIMORE
NEW ENGLAND AT BUFFALO
NEW YORK JETS AT PHILADELPHIA
ST. LOUIS AT ATLANTA
SAN FRANCISCO AT NEW ORLEANS
WASHINGTON AT DALLAS
MONDAY, DEC. 10
NEW YORK GIANTS AT LOS ANGELES

14TH WEEK
SATURDAY, DEC. 15
DETROIT AT MIAMI
PITTSBURGH AT SAN FRANCISCO
SUNDAY, DEC. 16
BUFFALO AT NEW YORK JETS
CINCINNATI AT HOUSTON
CLEVELAND AT LOS ANGELES
DALLAS AT ST. LOUIS
DENVER AT OAKLAND
GREEN BAY AT CHICAGO
MINNESOTA AT NEW YORK GIANTS
NEW ENGLAND AT BALTIMORE
NEW ORLEANS AT ATLANTA
PHILADELPHIA AT WASHINGTON
SAN DIEGO AT KANSAS CITY



Larry Brown (43), star Redskin running back moves through the line.

LARRY BROWN

another year TO RUN, RUN, RUN

Larry Brown has known pain all his life. All kinds of pain. When he was a small boy growing up in the ghetto area of Pittsburgh, hunger constantly grabbed at his stomach. A boy should have food in his stomach, not pain.

His father was a baseball player. Real good. Except that he couldn't hope for anything beyond the Negro Leagues. It was long before Jackie Robinson's time and the majors had this thing about not wanting Blacks playing in their ball parks. So Larry Brown painfully watched the doubt steal over his father's eyes as the summer days slipped by, as his Dad became older and hope faded forever. That kind of pain will always be with Larry Brown.

For Brown, the "Hill" section of Pittsburgh was a playground of fear. There are still thoughts of shouts in the night, sirens wailing, empty faces and hunched bodies moving like spectres through darkened streets. It was a bad scene. Painful.

And there's the pain that Brown has to live with as a professional football player. A special kind of pain that comes with playing ball, different from the other agonies that attacked him earlier in life.

He was talking about it toward the tail end of last season, when he was suffering from a bruised heel and injured knee. Outside, the Redskins were struggling through a rainsoaked practice session. In one more week they would be going into the NFC playoffs and Brown was resting his injuries so that he would be ready when the team needed him most.

He had just limped into the locker room, slow of gait, moving with labored steps to a table in the quiet room where the injured take care of their special hurts. As he stretched out he gazed up at the ceiling and spoke of the pain.

"Sometimes I feel as though maybe a part of my mind is like a museum or something," he said. "I mean there are things that happen to me, especially pain, and I store the incident away. But it's always there. Every once in a while you find yourself looking at it.

"This is funny. Like I remember Bobby Bell's elbow. That's it. Just the elbow. He has this thing about hitting you with his elbows. It rattles, man. So I remember him and the Kansas City Chiefs."

Then, in the restful atmosphere of the dressing room, his eyes returned to a fixed position. He seemed to be concentrating on distant shadows of his past.

Maybe he was thinking of the time he had just gotten off the train in Dodge City, Kansas. He had once spoken of those moments, his first encounter with Dodge City.

"I had been promised a scholarship to Dodge City Junior College," Brown said, "the only one I could get and I thought it was great, but as I got off the train I was met by Leroy Montgomery, the head coach.

"I asked what happened to Mr. Cross, the man who offered me the scholarship, and he told me Mr. Cross was fired. He also told me that I only got the scholarship if I made the team.

"Then I looked around the train station and saw Dodge City. There was the Wyatt Earp Hotel and Gunsmoke Avenue. I went down on my knees and cried. The coach had to drag me off to the college."

That was another kind of pain. Sometimes it's called fear and sometimes loneliness is its constant companion.

After Dodge City, Brown transferred to Kansas State where he spent two years as a running back, but he was used mostly as a blocker. The Redskins made him an eighth-round pick in the 1969 draft.

He had to face Vince Lombardi. He was unsure of himself, and he had a problem he wasn't even aware of. He was slow in getting off the count in practice, and Lombardi kept yelling at him.

"You're behind on the count, Larry. Pick it up!"

A pained expression crossed Larry Brown's face. Maybe he would be cut but Lombardi had an idea. He sent his rookie to a doctor to get a hearing test.

"The doctor told me I was a medical marvel," Brown told the press when they found out about his condition. "He said I had a left ear that could make me famous. Watching television, for instance, my left ear is so remarkable that I hear almost as well as anybody with two good ears. All the tests proved that. But I'm nearly deaf in my right ear. So they put a receiver in the right side of my helmet and the speaker on the left, and connected the two with cords running across the top, over my head. After that, I never had any trouble in hearing the count."

Lombardi had removed another pain from Larry Brown's life. Brown grew to love the man.

Well, that was a long time ago, when Vince Lombardi was still alive, when he seemed like he could live forever. But he didn't. He died of cancer in September, 1970 and Larry Brown felt the pain of Lombardi's death as if he had lost his own father.

Larry Brown's eyes returned to the present. It was ending, this 1972 season, and already he had accummulated 1,216 yards, tops in the National Conference. But he would have to sit out the final two games because of the pain in his bruised heel and injured knee. He had learned to accept the pain, and live with it, so that his mind would be free to concentrate on football. Just football, because everything else had a lesser intensity in his football life.

He sat up on the table, and a smile creased his dark features.

"You know," he said, "I also remember Willie Lanier of the Chiefs. Do I remember him."

He was referring to a game that took the Skins to Kansas City on October 24, 1971. Brown got to know Willie Lanier pretty well that day.

"Let's face it, I'm not that big," Brown said. I rely on my quickness. I don't mean this as any kind of excuse, really, because Lanier is a great linebacker, but I didn't have any quickness that day. Lanier really worked me over. It got so bad out there that I was going through a hole and then looking down the line wondering where that guy was coming from next. Wow!"

He stepped down from the table, gingerly favoring his heel, and dropped into a three-point stance.

"You don't know how big those guys on the Chiefs are until you look up against them. Look you're down like that and you're looking at the guys in front of you. You're looking up at them then because your head is down. But with the Chiefs, we'd straighten up, and then," he laughed, "you find you're still having to look up at the dudes.

"I'd like to play them again, but I told Lanier afterwards that as far as I was concerned I wouldn't even fly over their stadium in an airplane."

He got back on the table. He had made his point. At 5-11, 195-pounds, Larry Brown faces danger everytime he crashes into the forest of big redwoods on the other side of the Redskins line.

But he has managed. In comparative terms, in their initial four years as NFL runners, only Jimmy Brown has surpassed his total yardage production figures. The question is, how long can Larry take the pounding he takes every week while carrying the ball from 20 to 30 times a game?

There is no answer, really. Brown surely didn't have any. His thoughts, on that day in the locker room, were mainly focused on the playoffs - when he would be well enough to help his teammates make the Super Bowl. But he did have an opinion about the pain that may yet short-circuit his brilliant career.

"You can't tell what will happen," Brown offered. "I break through that line and I'm running. There's no time for anything else. The only thing that's important to me then is how those other guys are positioning themselves. I don't even have time to look into their eyes, but hell, eyes never hurt you anyway. I'm worried about whether the guy is in a position to make a good tackle and that's it.

"When I get hit hard, I blame myself. I'm never even nervous before a game. I know that as soon as I go out there on the field and receive that initial contact I'm going to get upset, mad, because when you get right down to it I just don't like getting hit. You see me walking back to a huddle slowly most of the time and it isn't because I've been hurt. It's just that when that whistle blows a play dead I'm on my time. Why hurry?"

Why hurry, indeed? There's still time. Time to get over the soreness in the heel and knee, time to squeeze past the Packers and the Cowboys on the way to the Super Bowl VII. Even time to get over the pain of losing to the Dolphins in Los Angeles, when your team is outclassed and you're not doing the job you want to do.

But that's all in the future. For now, there's a wet practice field, a locker room, a table - and running back Larry Brown - talking, and thinking and remembering the good things and the bad.

Once more he reached into the far corners of his mind. He was thinking about something quite unrelated to football.

"Many athletes turn against their background," Brown said. "I don't. I'm happy if I can get through to one kid and tell him he can make it, too.

"It's so easy to go bad. All the stuff is there - the dope, crime, prostitution. That's the way it was and still is on Central Avenue. But the greatest thing that can ever happen to me is 10 or 15 years from now some young doctor or lawyer will come up to me and say my example was the thing that kept him from ruining his life.

"That would mean more to me than any trophies or any money or any title I could ever win."

The rain has stopped. The players had finished their practice. Now they came streaming into the lockerroom, wet and tired. Their uniforms hung limply on their backs and their faces were covered with rain and sweat and dirt.

Larry Brown was in his element. He didn't know it then, but he was going to wind up as the Most Valuable Player in the National Football League that year. He would be honored by his peers and cheered by his fans. It would be another extraordinary year for a very extraordinary football player.

But Larry Brown means what he says. He would trade it all in for just a little more joy in this world - a world that contains just a little less pain.

THE NATIONAL FOOTB

George Allen, Washington's opportunistic coach, brought the Redskins a rare winning season in his first year at the helm in 1971, and took them to the Super Bowl in 1972, before losing to Miami's unbeaten Dolphins 1-7.

Now, with only a Super Bowl victory having eluded him in his relatively brief but highly successful coaching career, Allen seems even more determined to achieve his greatest ambition. To aid his cause, Allen, as usual, traded some of his few remaining draft choices for his favorite "Over The Hill" type players during the off-season, obtaining linebackers Dave Robinson (a member of Green Bay's Super Bowl champions of the 1960's) and John Pergine plus defensive back Clancy Williams. He added them to a veteran squad, led by running back Larry Brown, the National Football League's Most Valuable Player in 1972. The Skins won the Eastern Division title with an 11-3 record - the best in the National Football Conference - then beat Green Bay in the playoffs and won the NFC championship with a victory over defending Super Bowl winner Dallas before bowing to Miami.

It also was a team that had the stingiest defense in the NFC, yielding only 218 points.

Can it repeat as NFC champion, then go on and win the Super Bowl?

OBSERVER Sports Editor, Mardeio Cannon, says yes . . . unless age catches up with it.

(Continued on Next Page)

Western Division

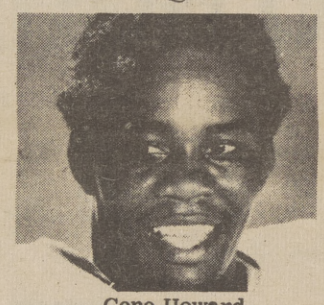
ATLANTA FALCONS

Claude Humphrey

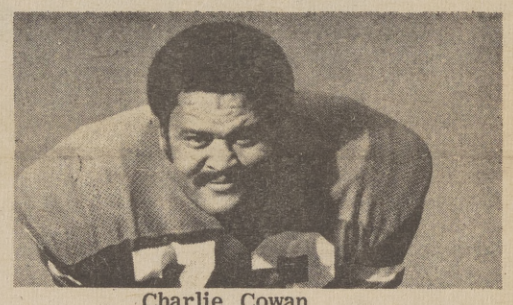
Dave Hampton

Western Division

LOS ANGELES RAMS



Gene Howard



Charlie Cowan

Western Division

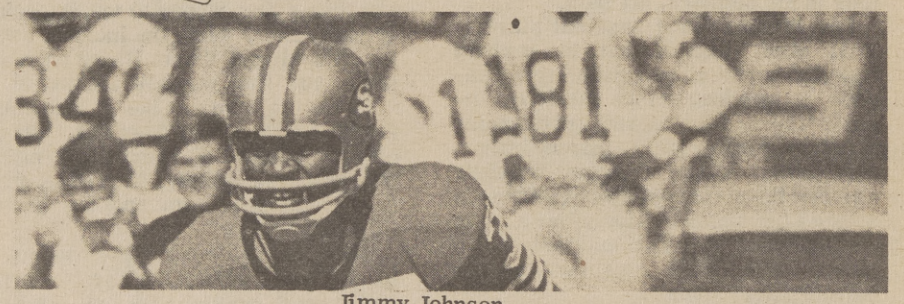
NEW ORLEANS SAINTS

Bob Pollard

Bob Gresham

Western Division

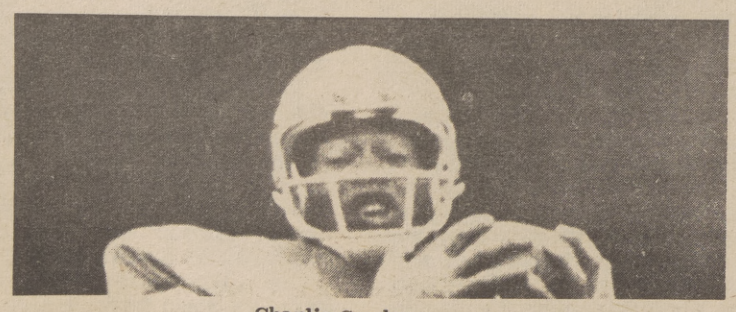
SAN FRANCISCO 49ERS



Jimmy Johnson

Central Division

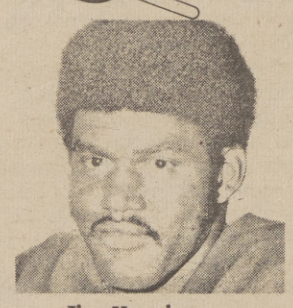
DETROIT LIONS



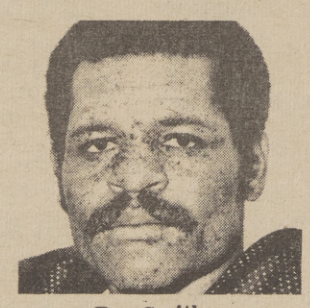
Charlie Sanders

Central Division

CHICAGO BEARS



Jim Harrison



Ron Smith

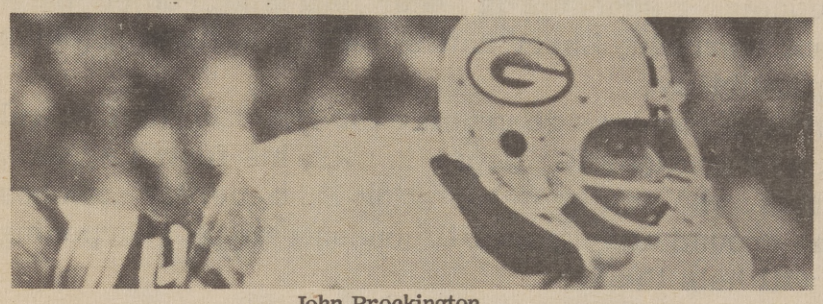
Carl Garrett

(Continued on Page 5)

OTBALL CONFERENCE

Central Division

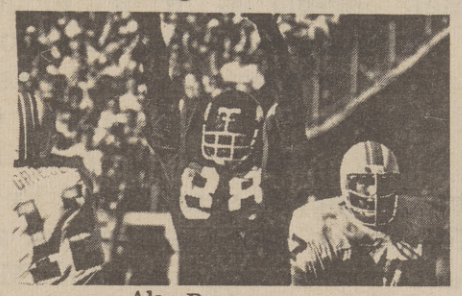
GREEN BAY PACKERS



John Brockington

Central Division

MINNESOTA VIKINGS



Alan Page

Carl Eller

Eastern Division

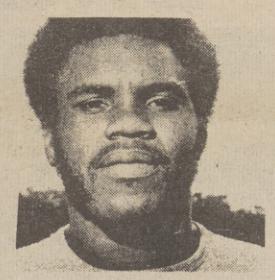
DALLAS COWBOYS

Calvin Hill

Eastern Division

NEW YORK GIANTS

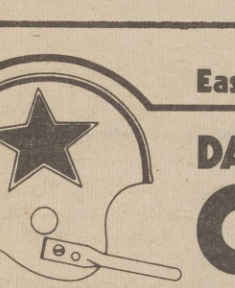
Rich Glover



Ron Johnson

Eastern Division

PHILADELPHIA EAGLES



Harrold Jackson

Charles Young

Eastern Division

ST. LOUIS CARDINALS

Bobby Moore

Eastern Division

WASHINGTON REDSKINS

Charley Taylor

The Redskins are deep and talented at nearly every position, but they must be careful because virtually every other team has strengthened itself.

Dallas again figures to closely pursue Washington in the East, with the New York Giants third, followed by St. Louis and Philadelphia. Both St. Louis and Philadelphia have new coaches - Don Coryell with the Cardinals and Mike McCormack with the Eagles.

There are two other new coaches in the conference - Chuck Knox at Los Angeles and Don McCafferty at Detroit. Knox will be trying to rejuvenate a team that expressed one of its infrequent losing seasons last year. To help him, the Rams acquired one of pro football's all-time leading passers, John Hadl. But at the same time they disposed of one of the game's top runners, Willie Ellison. The Rams figure to offer a strong challenge - but not dethrone - San Francisco in the Western Division.

Atlanta's upstart Falcons also are nurturing hopes of overtaking the 49ers, but, they too, probably will come up short. New Orleans again figures to occupy the cellar in the West.

In the Central Division, Green Bay surprisingly ended Minnesota's four-year reign as champion last year, but the unpredictable Vikings could regain the title this season, with Fran Tarkenton finally shaking his tag of not being a winning quarterback.

Detroit, with its quick striking offense, also rates as a strong threat, while Chicago, despite obtaining swift running back Carl Garrett, is expected to be last again.

THE AMERICAN FOOT

A year old instant replay. That's the forecast for the American Football Conference's 1973 campaign - a repeat of the Eastern, Central and Western divisions of the 1972 standings. At least that's the way THE OBSERVER sees it!

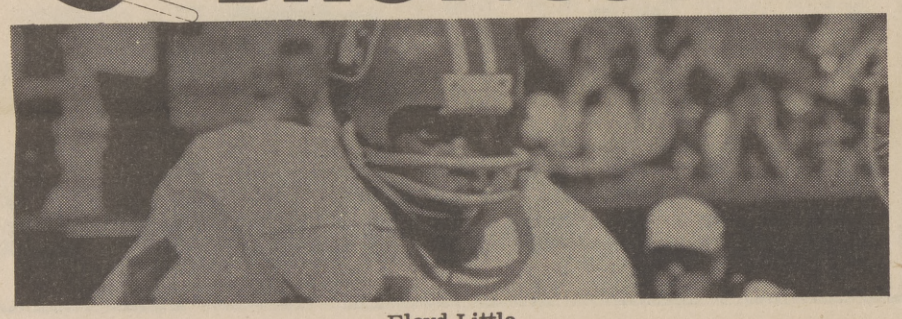
Miami's all-but-unstoppable Dolphins will continue their mastery over everyone in their path in a relentless march toward what could be the first back-to-back Super Bowl victories since pro football's most recent "dynasty," the Green Bay Packers, did it in 1966-67, way back in Super Bowl I and II. Whether the Dolphins can actually maintain their perfection through much of the upcoming schedule is sheer long-shot conjecture - but, with Bob Griese, Larry Csonka, Mercury Morris, Paul Warfield, Larry Little, Manny Fernandez, Jake Scott and the rest of the cast, it's not beyond the realm of possibility.

With their first championship finally a reality, the Pittsburgh Steelers go gunning for No. 2 in the Central Division. Quarterback Terry Bradshaw, far from his peak will continue to mature in this, his fourth season. No such problem seems to hamper sensational Franco Harris, who will be devastating if he merely matches his brilliant 1972 performance. Now assured of a bruising ground attack, they'll concentrate on sharpening up the passing game. Second-year tight end John McMakin will help there.

(Continued on Next Page)

Western Division

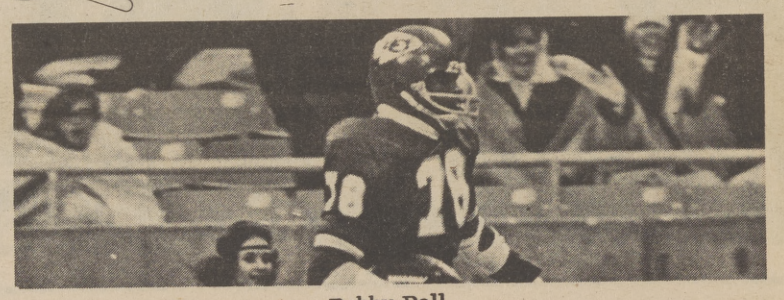
DENVER BRONCOS



Floyd Little

Western Division

KANSAS CITY CHIEFS



Bobby Bell

Western Division

OAKLAND RAIDERS

Clarence Davis

Western Division

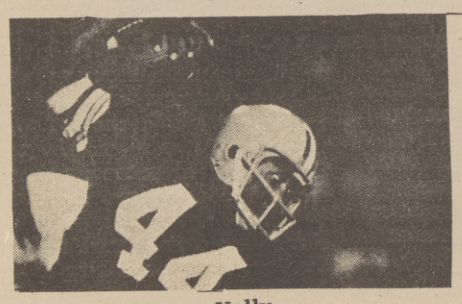
SAN DIEGO CHARGERS

Cid Edwards

Deacon Jones

Central Division

CLEVELAND BROWNS

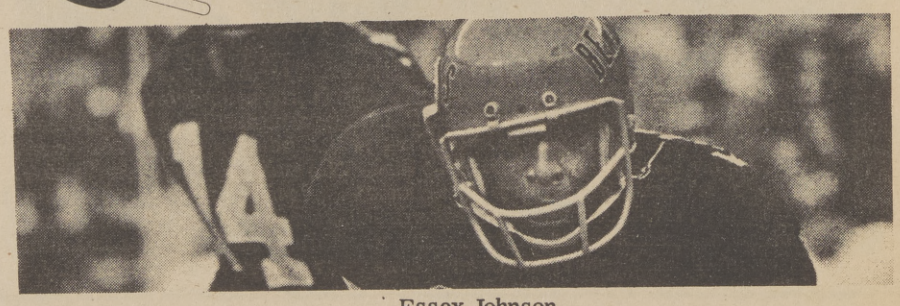


Leroy Kelly

Bo Scott

Central Division

CINCINNATI BENGALS

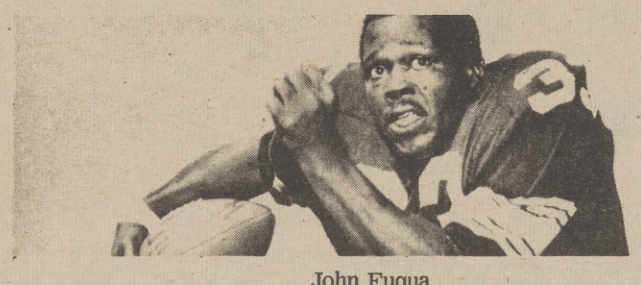


Essex Johnson

T BALL CONFERENCE

Central Division

PITTSBURGH STEELERS



John Fuqua

Central Division

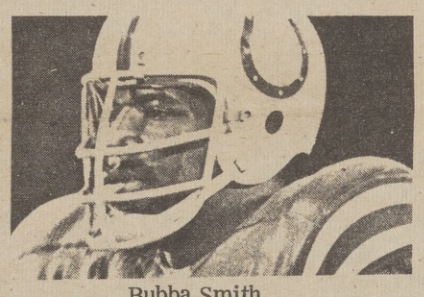
HOUSTON OILERS

Floyd Rice

Eastern Division

BALTIMORE COLTS

Ray May



Bubba Smith

Eastern Division

BUFFALO BILLS

O. J. Simpson

Eastern Division

MIAMI DOLPHINS

Paul Warfield

Eastern Division

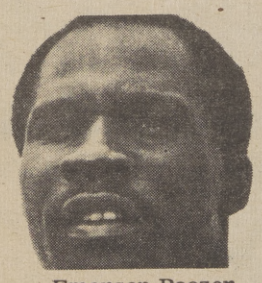
NEW ENGLAND PATRIOTS

Julius Adams

Reggie Rucker

Eastern Division

NEW YORK JETS



Emerson Boozer

Winston Hill

The Oakland Raiders don't have to sharpen up much of anything, except perhaps for their kicking game. And for that, they've got No. 1 draftee Ray Guy. With quarterback Daryle Lamonica, running back Marv Hubbard and wide receiver Fred Biletnikoff, all of whom finished in the top three in their respective departments in 1972, Oakland will still be best in the West.

The New York Jets may throw plenty of scares into the enemy with Joe Namath's passing and the John Riggins-Emerson Boozer rushing tandem. But New York will still get plenty of scares, too, because of a defense, particularly against the pass, which seems shaky at best. Baltimore's youth movement gets the full test this year but a scarcity of depth will keep it a year away from title contention. Buffalo and New England once again battle for the basement with the bills given an edge over the Patriots because of strengthened offensive line.

Mike Phipps, long considered Cleveland's signal caller of the future, has arrived, but the future is growing shorter for running backs Leroy Kelly and Bo Scott. Running is also a question mark for Cincinnati, as is the long-awaited return of quarterback Greg Cook. There's no question about the Houston Oilers, though. They're going nowhere.

Kansas City, like Baltimore, will be going more with youngsters. And, like the Colts, the Chiefs will have depth difficulties - too great to carry them to the top. Now that Denver's offense has returned, they've got to reorganize their defense and hope Charley Johnson has another surprisingly good year. San Diego has to hope for a miracle from Johnny Unitas.

The Sacramento Observer

1973 PREDICTIONS

by MARDEIO CANNON
Observer Sports Editor

american

The NFC may have the older established teams, but the AFC has the most exciting players in football.

The AFC, can count on young stars like, Franco Harris, Mercury Morris, "Mean" Joe Greene, Joe Namath, O. J. Simpson, and Paul Warfield to name a few.

The AFC will be out to prove again, that they have the better teams.

PROBABLY ORDER OF FINISH: 1973

EASTERN DIVISION
1. Miami
2. New York Jets
3. Buffalo
4. Baltimore
5. New England

CENTRAL DIVISION
1. Pittsburgh
2. Cleveland
3. Cincinnati
4. Houston

WESTERN DIVISION
1. Oakland
2. Denver
3. Kansas City
4. San Diego

DIVISIONAL PLAYOFFS
Miami vs. Cleveland
Oakland vs. Pittsburgh

Miami vs. Pittsburgh

PITTSBURGH

ALL-AFC PLAYERS

OFFENSE	DEFENSE
WR - Paul Warfield - Dolphins	DE - Deacon Jones - San Diego Chargers
T- Bob Brown - Oakland Raiders	T - Joe Greene - Pittsburgh Steelers
G - Larry Little - Dolphins	T - Walter Johnson - Cleveland Browns
C - Jim Otto - Raiders	DE - Bubba Smith - Oakland Raiders
G - Gene Uphsaw - Raiders	LB - Bobby Bell - Kansas City Chiefs
T - Winston Hill - New York Jets	MLB - Willie Lanier - Kansas City Chiefs
TE - Ray Chester - Baltimore Colts	LB - Andy Russell - Pittsburgh Steelers
Flanker - Fred Bilenkoff - Oakland Raiders	CB - Willie Brown - Oakland Raiders
Quarterback - Bob Griese	CB - Jim Marsalis - Kansas City Chief
Halfback - O. J. Simpson	S - Jake Scott - Miami
Fullback - Larry Csonka	S - Jack Tatum - Oakland Raiders
Kicker - Garo Yepremian	

national

The Washington Redskins, last year's Super Bowl losers, symbolizes the NFC Division. They are older, experienced and seasoned players, but can they beat a young, talented and strong team from the other League.

The NFC is smarting from the loss of last year and they can't wait to get at the upstart, AFC champs.

PROBABLY ORDER OF FINISH: 1973

Eastern Division
Washington
New York Giants
Dallas Cowboys
St. Louis
Philadelphia

CENTRAL DIVISION
Minnesota
Green Bay
Detroit
Chicago

WESTERN DIVISION
Atlanta
San Francisco
Los Angeles
New Orleans

DIVISIONAL PLAYOFFS
Washington vs Minnesota
Atlanta vs Green Bay

Washington vs Green Bay

WASHINGTON

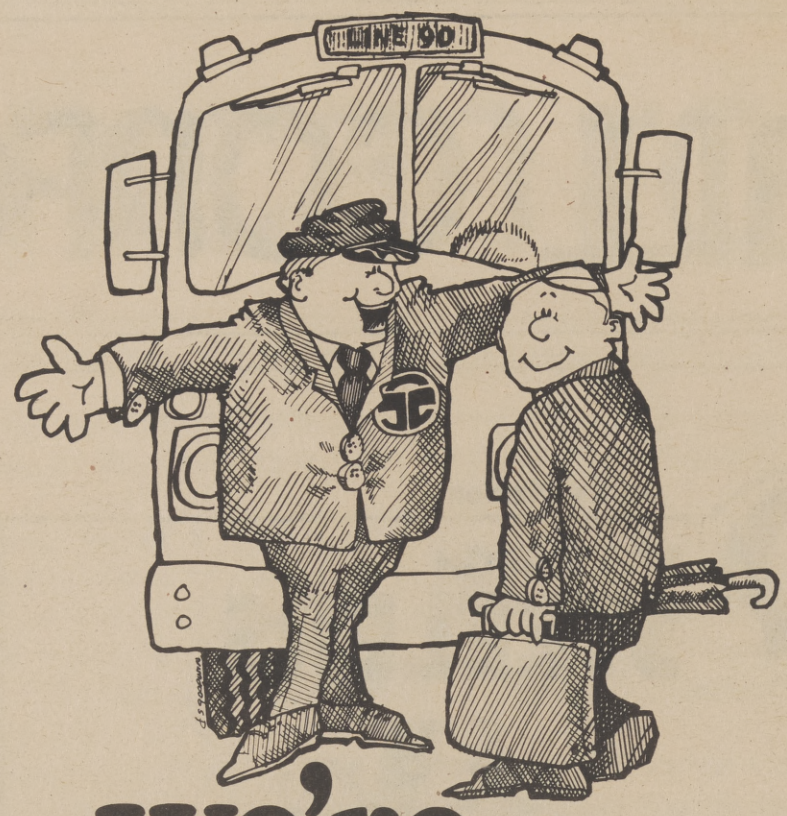
ALL-NFC PLAYERS

OFFENSE	DEFENSE
WR - Gene Washington - San Francisco 49ers	DE- Cedrick Hardman - San Francisco 49ers
T - Ron Yary - Minnesota Vikings	T - Bob Lily - Cowboys
G - John Niland - Dallas Cowboys	T - Alan Page - Vikings
C - Len Hauss - Redskins	DE - Carl Eller - Vikings
G - Gale Gillinham - Green Bay Packers	LB - Dave Wilcox - San Francisco 49ers
T - Rayfield Wright - Dallas Cowboys	LB - Dick Butkus - Bears
TE - Ted Kwalick - San Francisco 49ers	LB - Isiah Roberson - Rams
Flanker - Charley Taylor - Washington Redskins	CB - Lem Barney - Detroit Lions
Quarterback - Fran Tarkenton	CB - Mel Renfro - Cowboys
Running Back - Ron Johnson	S - Paul Krause - Vikings
Running Back - Larry Brown	S - Cornell Green - Cowboys

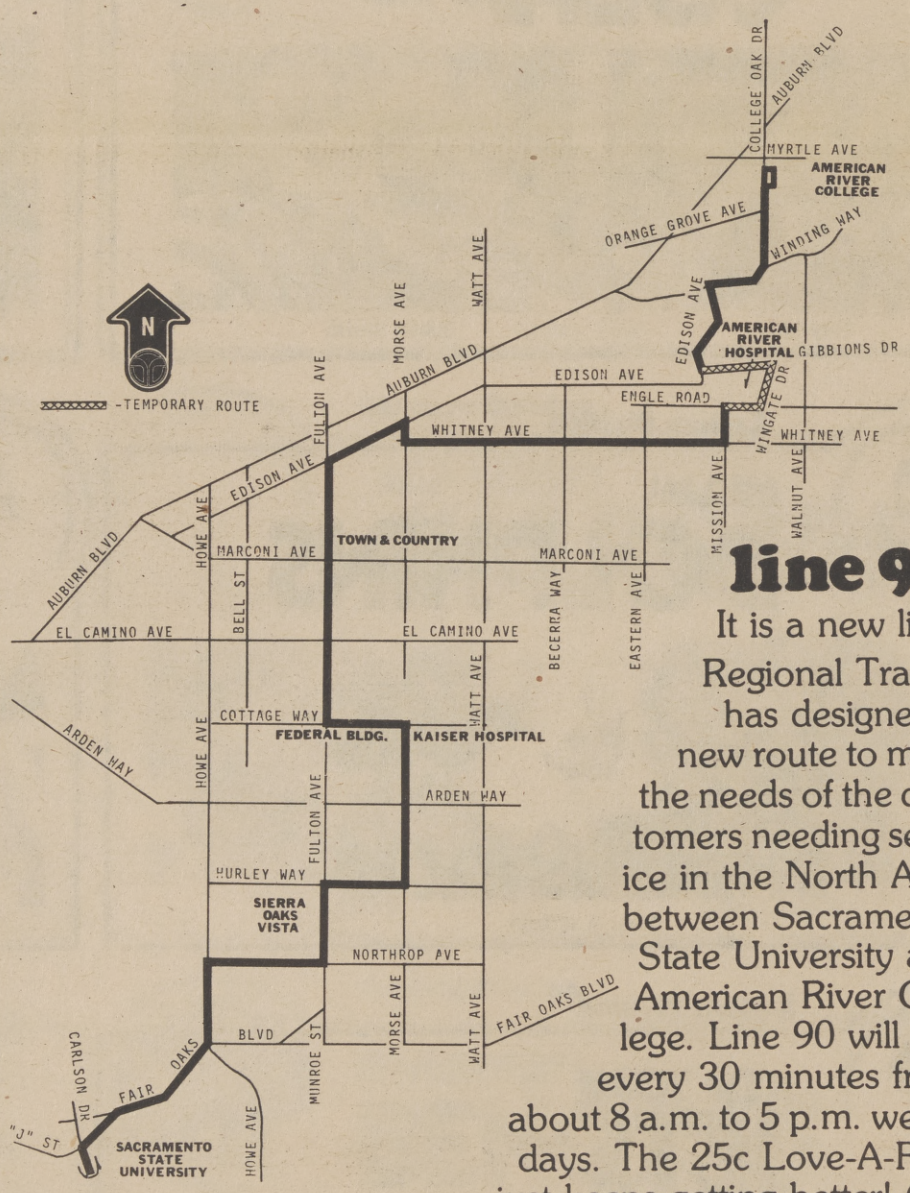
SUPER BOWL

Pittsburgh vs Washington

WASHINGTON



we're handing you another new line!



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It is a new line! Regional Transit has designed a new route to meet the needs of the customers needing service in the North Area between Sacramento State University and American River College. Line 90 will run every 30 minutes from about 8 a.m. to 5 p.m. weekdays. The 25c Love-A-Fare just keeps getting better! Call 444-BUSS for schedule information.

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